

1. Record Nr.	UNINA9910459601303321
Autore	Gibson James L (James Lawrence), <1935->
Titolo	Accounting in small business decisions // by James L. Gibson and W. Warren Haynes
Pubbl/distr/stampa	Lexington, Kentucky : , : University of Kentucky Press, , 1963 ©1963
ISBN	0-8131-8338-3 0-8131-6324-2
Descrizione fisica	1 online resource (148 p.)
Collana	Small Business Management Research Reports
Disciplina	657.044
Soggetti	Accounting Small business Decision making Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliography.
Nota di contenuto	Cover; Title; Copyright; FOREWORD; ACKNOWLEDGMENTS; Contents; INTRODUCTION; 1. ACCOUNTING AND ECONOMICS: THEIR RELATION TO DECISION MAKING; Accounting and Business Decisions; Recognition of the need for a decision; Assembly and organization of relevant information; Managerial Economics in Business Decisions; The principles of managerial economics; A variety of cost concepts; Economists' criticism of traditional accounting; 2. GARDEN AND LANDSCAPE NURSERIES; Some Generalizations; Why cost accounting is not used; A note on nursery cost accounting literature; A Prescriptive Model for Nurseries Certainty model: plant mix decisions Certainty model: pricing decisions; Certainty model: other decisions; Cost considerations; Significance of the present value approach; Removal of simplifying assumptions; Conclusions: Economics and Accounting in Nursery Decisions; 3. RETAIL STORES; Some Generalizations; The Concept of Homeostasis and Retail Decision Making; Historical Data as Estimates of Future Data; Why historical data are used in some retail stores; Accounting systems as sources of historical data; The Merchandise Budget; The

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some flexibility; Full costs with complete adjustment to competition;
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Implications for Practice; 6. CASE STUDIES OF INCREMENTAL ANALYSIS
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Implications for accounting; A note on marginal income analysis;
Decision Two: Complex Incremental Analysis; Immediate action; Long-
range action; The bases for the choice; Evaluation; The decision and its
implications for accounting; Selected Case Studies; Conclusion; 7. AN
OVERVIEW OF INVESTMENT AND PRICING DECISIONS; Investment
Decisions of Small Firms; Quantitative methods for ranking; Method of
analysis employed by some small firms
The rationale for payback and rate of income

Sommario/riassunto

<P> <I>Accounting in Small Business Decisions</I> presents the first
large-scale empirical examination of how small firms use accounting
data to make operating decisions.</P>
