

1. Record Nr.	UNINA9910462365603321
Titolo	Value creation in management accounting [[electronic resource]] : using information to capture customer value // CJ McNair-Connolly ... [et al.]
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, 2013
ISBN	1-60649-621-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (194 pages)
Collana	Managerial accounting collection, , 2152-7121
Altri autori (Persone)	McNair-ConnollyC. J
Disciplina	658.1511
Soggetti	Managerial accounting Value analysis (Cost control) Value added Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2013 digital library.
Nota di bibliografia	Includes bibliographical references (p. 171-172) and index.
Nota di contenuto	1. A focus on the customer -- 2. Customer value-add and its impact on revenue -- 3. Business value-add: minimizing the activities that reduce customer value -- 4. A focus on waste: eliminating nonvalue-added activities -- 5. Multiplying value -- 6. Implementing a value-based cost management system, part I, scoping the project -- 7. Implementing a value-based cost management system, part II, collecting and analyzing the data -- 8. Value creation and process management -- 9. Using VCMS in a job shop -- 10. VCMS and product/service development -- 11. Building VCMS in to the organization -- 12. Revisiting the basics -- Notes -- References -- Index.
Sommario/riassunto	Value creation is at the heart of an economic enterprise, defining its capability to serve customers and generate profits and growth. This fact has led to an ever-increasing set of tools and techniques that start with customers, focusing on serving their preferences from the very inception of a product until its disposal. To date, most of these techniques have been only partially adopted in management accounting. This is unfortunate, because much of the data required to adequately implement a value creation approach has its roots in the Management Accounting System (MAS). The resulting model is called

the Value-based Cost Management System (VCMS). This book is principally designed for managers who want to take the lessons learned in product development, process management, and marketing and extend it to their MAS. It seeks to make this transformation of the MAS both logical and easy to implement, with a focus on the new types of information that can be garnered when the MAS is modified to fit the value creation approach. After reading this book, a manager or executive will be equipped with the tools and techniques to both implement and use the VCMS. The resulting information will allow the company to align its efforts by creating a common language which uses the transformed accounting language to compare, evaluate, and choose the best strategic and tactical options available. After making these choices, the VCMS also allows managers to subsequently track how closely actual results come to the projected outcomes.

2. Record Nr.	UNINA9910777023203321
Autore	Bradley Laura J. R
Titolo	Brecht and political theatre [[electronic resource]] : the mother on stage // Laura Bradley
Pubbl/distr/stampa	Oxford, : Clarendon Press New York, : Oxford University Press, 2006
ISBN	1-383-04323-X 1-280-90385-6 0-19-153677-6 1-4294-9184-1
Descrizione fisica	1 online resource (274 p.)
Collana	Oxford modern languages and literature monographs
Disciplina	832.912 832/.912
Soggetti	Political plays, German - History and criticism Theater - Political aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [231]-247) and indexes.
Nota di contenuto	Contents; List of Illustrations; List of Abbreviations; Introduction; 1.

From Nizhni-Novgorod to Moabit: The Genesis and Premiere of Die Mutter, 1931-2; 2. Model or Museum Exhibit? Die Mutter at the Berliner Ensemble, 1951-71; 3. The Politics of Performance: Die Mutter in West and East Berlin, 1970 and 1974; 4. Translation and Transference since 1932; 5. Die Mutter and German Reunification, 1988-2003; Conclusion; Glossary; Bibliography; Index of Works; Index of Names and Subjects

Sommario/riassunto

This study focuses on The Mother, Bertolt Brecht's most overtly political play and the only play which he staged in the Weimar Republic. Through detailed analysis of archival material, Bradley explores how Brecht's theatre practice developed and how it has subsequently been received and challenged by other directors, in and beyond Germany. - ; This production history of The Mother provides substantial new insights into Bertolt Brecht's theatre and drama, his impact on political theatre, and the relationship between text, performance, and politico-cultural context. As the only play which Brecht
