

1. Record Nr.	UNINA9910458726703321
Autore	Zhang Zhanmin
Titolo	Business fundamentals for engineering managers // C. M. Chang
Pubbl/distr/stampa	New York : , : Momentum Press, LLC, , [2014] ©2014
ISBN	1-60650-479-7
Descrizione fisica	1 online resource (260 p.)
Collana	Engineering management collection
Disciplina	620.00681
Soggetti	Engineering - Accounting Engineering - Finance Electronic books.
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 and index.
Nota di contenuto	Preface -- 1. Introduction -- 2. Cost accounting and control -- 3. Financial accounting and analysis -- 4. Marketing management -- 5. Conclusions -- Notes -- References -- Index.
Sommario/riassunto	Engineering managers and professionals make long and lasting impact in industry by regularly initiating and completing technology-based projects, as related to new product development, new service innovation or efficiency-centered process improvement, or both, to create strategic differentiation and operational excellence for their employers. They need certain business fundamentals that enable them to make decisions, based on both technology and business perspectives, leading to new or improved product/service offerings, which are technically feasible, economically viable, marketplace acceptable, and customer enlightening. Peter Drucker said, "Making good decisions is a crucial skill at every level." This book consists of three sets of business fundamentals. The chapter "Cost Accounting and Control" discusses service and product costing, activity-based costing to define overhead expenses, and risk analysis and cost estimation under uncertainty. The chapter "Financial Accounting and Analysis" delineates the key financial statements, financial analyses, balanced scorecard, ratio analysis, and capital asset valuation, which includes operations, opportunities, and acquisition/mergers. The chapter

"Marketing Management" reviews marketing functions, marketing forecasting, marketing segmentation, customers, and other factors affecting marketing in making value-adding contributions.

2. Record Nr.	UNINA9910702689403321
Autore	Wampler E. Joseph
Titolo	Spectrophotometry of two complete samples of flat radio spectrum quasars // E. Joseph Wampler [and three others]
Pubbl/distr/stampa	[Santa Cruz, Calif.] : , : Lick Observatory [Washington, D.C.] : , : [National Aeronautics and Space Administration], , [1983]
Descrizione fisica	1 online resource (29 pages, 6 unnumbered pages) : illustrations
Collana	NASA-CR ; ; 175343
Soggetti	Cosmology Quasars Seyfert galaxies Spectrophotometry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed Sept. 18, 2014).
Nota di bibliografia	Includes bibliographical references (pages 25-26).