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| 1. Record Nr. | UNINA9910877280603321 |
| Autore | Gazdar Kaevan |
| Titolo | Reporting nonfinancials // Kaevan Gazdar |
| Pubbl/distr/stampa | Chichester, England ; ; Hoboken, NJ, : Wiley, c2007 |
| ISBN | 1-119-20154-3 1-282-34558-3 9786612345586 0-470-06568-0 |
| Descrizione fisica | 1 online resource (347 p.) |
| Disciplina | 658.15/12 |
| Soggetti | Corporation reports |
| 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. [307]-310) and index. |
| Nota di contenuto | Introduction : goodwill and blue skies? : getting a grip on nonfinancials -- True and fair view? : the glaring deficiencies of financial reporting -- Open sesame? : nonfinancial reporting between pressures, paradoxes and potentials -- Competitive value : brands, customers and markets -- Management value : strategy, governance and outlook -- Human resources value : productivity, motivation and potential -- Ethical value : CSR, sustainability and stakeholder dialogue -- Says who? : addressing stakeholders and facing issues -- New wine in new bottles? : strategy, structure and style. |
| Sommario/riassunto | According to research carried out by Ernst & Young, 35% of all investment decisions are based on nonfinancial attributes. A substantial body of literature deals with the management and measurement of nonfinancial assets. This book, by contrast, focuses on best practice in disclosure: How do companies present their vital resources in annual, quarterly, and corporate citizenship/sustainability reports and also in other publications and on their web sites? Do they provide a coherent, consistent, and convincing view of resources like management quality, brands, and intellectual capital? |