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Sommario/riassunto	Essential Concepts and Models to apply to any business An A to Z of all the essential concepts and models applied in business and management, from Balanced Scorecard and the Boston matrix to Experience curve, Kaizen, McKinsey's 7S model, Market analysis, Porter's generic strategies, Relative cost position, Sustainable development to Yield management and Zero-based planning. A superb and comprehensive source of reference for professionals in all sectors of business and MBA students. CONTENTS INCLUDE Activity-based costing (ABC-calculation) Balanced Scorecard Boston matrix (BCG matrix) Change management Experience curve Gap analysis Just in time, JIT (efficient production) Kaizen - continuous improvement McKinsey's 7S model Mergers and acquisitions Outsourcing Product life cycle Relative cost position Six Sigma Value Based Management THE AUTHORS Bengt Karloef and Fredrik Loevingsson are successful consultants who have been determined to fill a need for an up to date and approachable A to Z of management concepts, ratios and models. Bengt Karloef is the author of several books published by Wiley.