

<<预算基础及其它>>

图书基本信息

书名：<<预算基础及其它>>

13位ISBN编号：9780471725022

10位ISBN编号：0471725021

出版时间：2005-12

出版时间：John Wiley & Sons Inc

作者：Shim, Jae K./ Siegel, Joel G.

页数：401

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<预算基础及其它>>

### 内容概要

Budgeting Basics and Beyond, Second Edition provides managers with a hassle-free resource that 's guaranteed to make the budgeting process easier, less stressful, and more effective. This updated edition features new information on service and nonprofit applications, types of financial models, Web-based budgeting and planning solutions, and much more. From preparing and presenting budgets to monitoring results against budget figures and handling any budget problem that comes up, this Second Edition is a go-to reference for every budgeting issue. Packed with case studies, illustrations, exhibits, forms, checklists, graphs, samples, and worked-out solutions to a wide variety of budgeting, planning, and control problems, this Second Edition is both a handy desk reference and problem-solver for today 's financial and nonfinancial managers in public practice and private industry.

<<预算基础及其它>>

作者简介

JAE K. SHIM, PhD, is one of the most prolific accounting and finance experts in the world. A professor of accounting and finance at California State University – Long Beach, and CEO of Delta Consulting Company (a financial consulting and training firm), he

<<预算基础及其它>>

书籍目录

About the Authors. Preface. 1. The What and Why of Budgeting: An Introduction. 2. Strategic Planning and Budgeting: Process, Preparation and Control. 3. Administering the Budget: Reports, Analyses, and Evaluations. 4. Break-Even and Contribution Margin Analysis: Profit, Cost, and Volume Changes. 5. Profit Planning: Targeting and Reaching Achievable Goals. 6. Master Budget: Genesis of Forecasting and Profit Planning. 7. Cost Behavior: Emphasis on Flexible Budgets. 8. Evaluating Performance: The Use of Variance Analysis. 9. Manufacturing Costs: Sales Forecasts and Realistic Budgets. 10. Marketing: Budgeting for Sales, Advertising, and Distribution. 11. Research and Development: Budgets for a Long-term Plan. 12. General and Administrative Costs: Budgets for Maximum Productivity. 13. Capital Expenditures: Assets to be Bought, Sold, and Discarded. 14. Forecasting and Planning: Reducing Risk in Decision Making. 15. Moving Averages and Smoothing Techniques: Quantitative Forecasting. 16. Regression Analysis: Popular Sales Forecast System. 17. Cash Budgeting and Forecasting Cash Flow: Two Pragmatic Methods. 18. Financial Modeling: Tools for Budgeting and Profit Planning. 19. Software Packages: Computer-based Models and Spreadsheet Software. 20. Capital Budgeting: Selecting the Optimum Long-term Investment. 21. Zero-base Budgeting: Priority Budgeting for Best Resource Allocation. 22. Managers' Performance: Evaluation on the Division Level. 23. Budgeting for Service Organizations: Special Features. Appendix I: Present and Future Value Tables. Appendix II: Statistical Table. Appendix III: Top Providers of Budgeting and Planning Systems. Glossary of Budgeting Terms. Index.

<<预算基础及其它>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>