

Marken in Jahresabschluß und Lagebericht Bochumer Beiträge zur Unternehmensführung German Edition



BOOK DETAILS

- Author : Andreas von der Gathen
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BOOK SYNOPSIS

"Controlling" is the German term for "Management Accounting". This book explores the unique characteristics of German management accounting as opposed to the the management of companies in other countries. It contains unique research taking three different German companies as case studies. It explores the influence of national characteristics and globalization on the ways businesses are run. - Original research - Contains three separate in-depth case studies of actual German businesses - The only book of its kind to explore the distinctive qualities of German management accounting

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