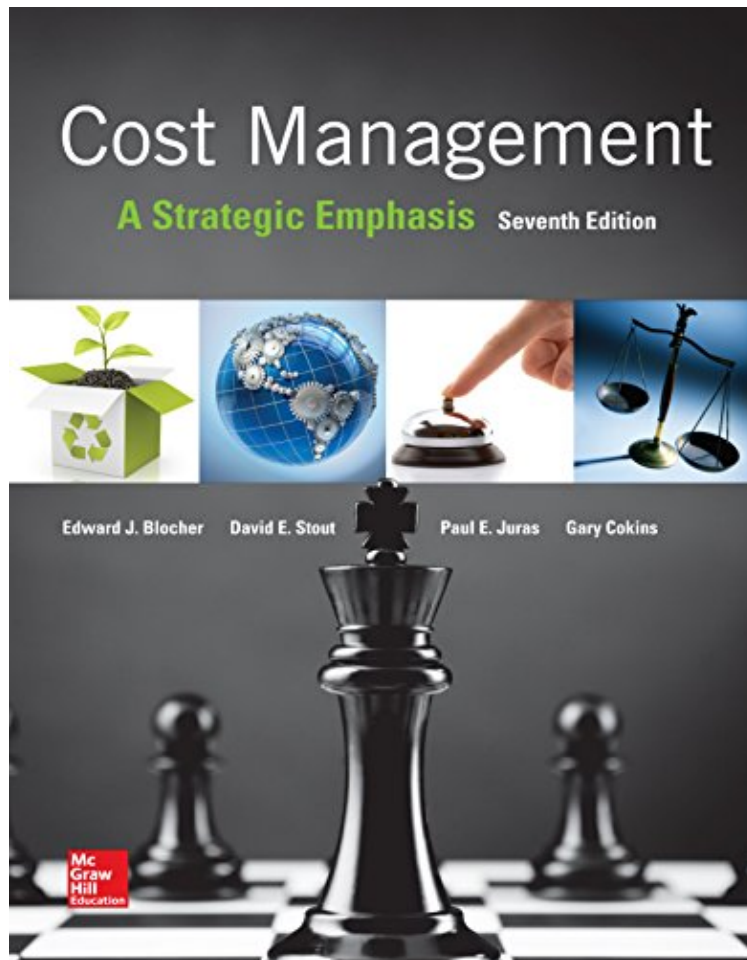


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Cost Management: A Strategic Emphasis

David Stout, Edward Blocher, Paul Juras, Gary Cokins
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Cost Management: A Strategic Emphasis by Blocher/Stout/Juras/Cokins is dedicated to answering the question: Why Cost Management? Blocher et al. provide the cost-management tools and techniques needed to support an organisations competitiveness improve its performance and help the organisation accomplish its strategy. The text is written to help students understand the broader role of cost accounting in helping an organisation succeed - and not just the measurement of costs. While the text does include coverage of traditional costing topics (e.g. job-order costing process costing service-department cost allocations and accounting for joint and by-products) its primary strength is the linkage of these topics as well as more contemporary topics to an organisations strategy. This message is reinforced by a dynamic author team all four of whom have close ties to current cost management practice.

About the Author Gary M. Cokins, CPIM, is an internationally recognized expert, speaker, and author in advanced cost management and performance improvement systems. He has received CAM-I's Robert A. Bonsack Award for Distinguished Contributions in Advanced Cost Management and was the lead author of the highly regarded An ABC Manager's Primer (Irwin, IMA, CAM-I, 1992).