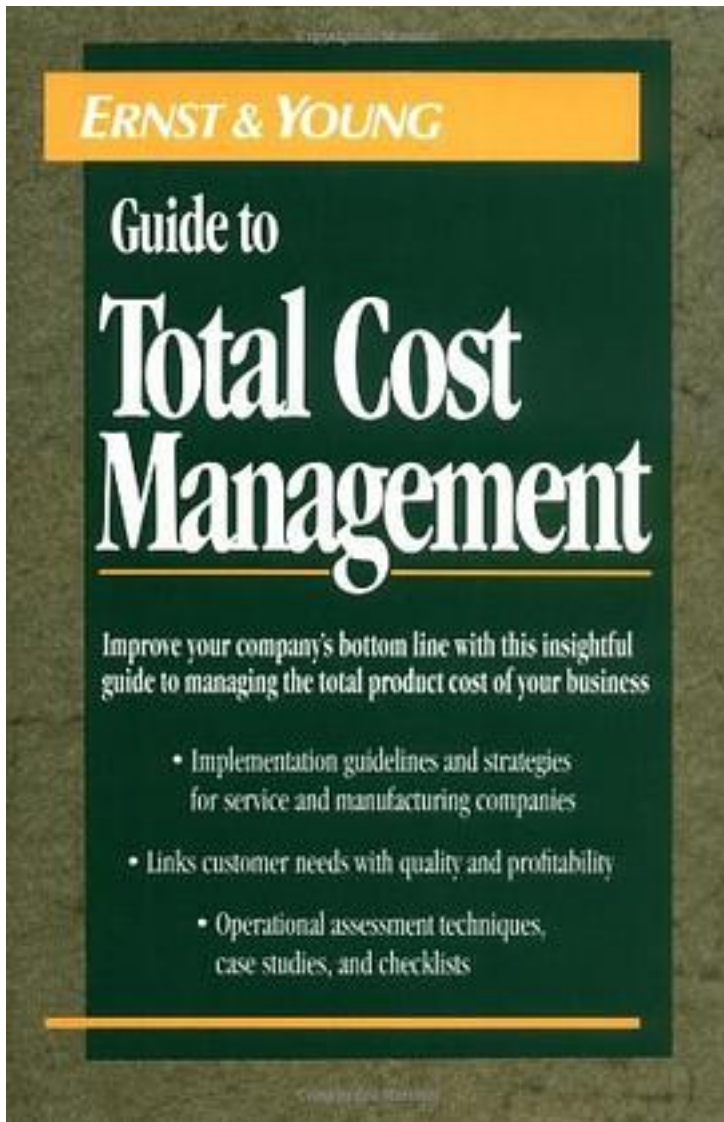


# The Ernst & Young Guide to Total Cost Management



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著者:Ernst & Young

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With the use of non-technical language it enables readers to understand the underlying dynamics of cost in order to facilitate effective decisions regarding products and services, workflows, capital investments and day-to-day monitoring of their business. Combining customer's needs and reactions with the financial awareness of a company's strengths and weaknesses, it ties into all current, major business concerns, including environmental awareness and international competitiveness. Features case studies, checklists and self-assessment techniques that will aid readers in initiating a total cost management program.

作者介绍:

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