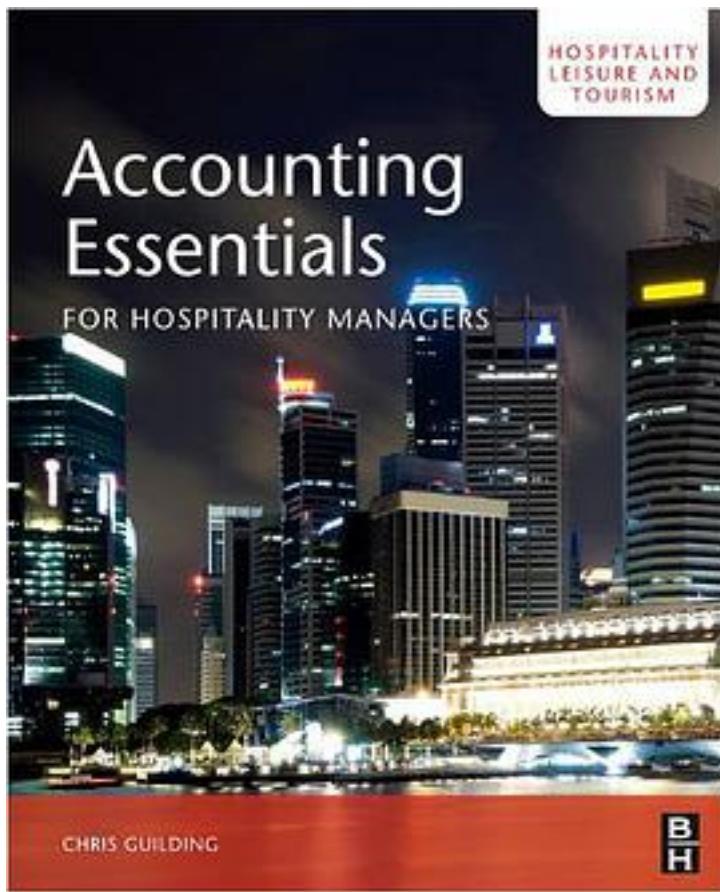


Accounting Essentials for Hospitality Managers, Volume 17, Second Edition



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著者:Guilding, Chris

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For non-accountant hospitality managers, accounting and financial management is often perceived as an inaccessible part of the business, yet understanding is crucial for

success. Using an 'easy to read' style, this book provides a comprehensive overview of the most relevant accounting information for managers. It demonstrates how to organise and analyse accounting data to help make informed decisions with confidence.

With its highly practical approach, this book:

- . Quickly develops the reader's ability to adeptly use and interpret accounting information to further organisational decision making and control
- . Demonstrates how an appropriate analysis of financial reports can drive your business strategy forward from a well-informed base
- . Develops mastery of the key accounting concepts through financial decision making cases that take a hospitality manager's perspective on an issue
- . Sets financial problems in the context of a range of countries and currencies
- . Includes two new chapters on internal control and performance management
- . Offers further resources at Textbooks.ELSEVIER.com including a suite of worked contextualised cases in Tourism, Events and Sport Management

The all new companion website includes the suite of contextualised examples, PowerPoint lectures aligned to each chapter, solutions to all end-of-chapter problems, a student revision test bank and a password protected test bank available to lecturers who adopt this book as required student reading. These resources are SCORM compliant and compatible with institutions' Learning Management Systems.

Dr. Chris Guilding is professor of Hotel management at Griffith University. He is a qualified member of the Chartered Institute of Management Accountants and has held full time lecturing positions in universities in Australia, Canada, England and New Zealand. His research interests concern accounting applications in the hospitality sector and he has more than 40 refereed publications in a range of top journals that span the accounting, hospitality and tourism management fields.

KEY FEATURES

- * includes two new chapters on internal control and performance management, covering the increasingly important balanced scorecard
- * develops mastery of the key accounting concepts through financial decision making cases that take a hospitality manager's perspective on an issue
- * develops familiarity of financial problems in the context of a range of countries and currencies, including coverage of key accounting terms and financial statement types used in different countries

* makes key concepts accessible

作者介绍:

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