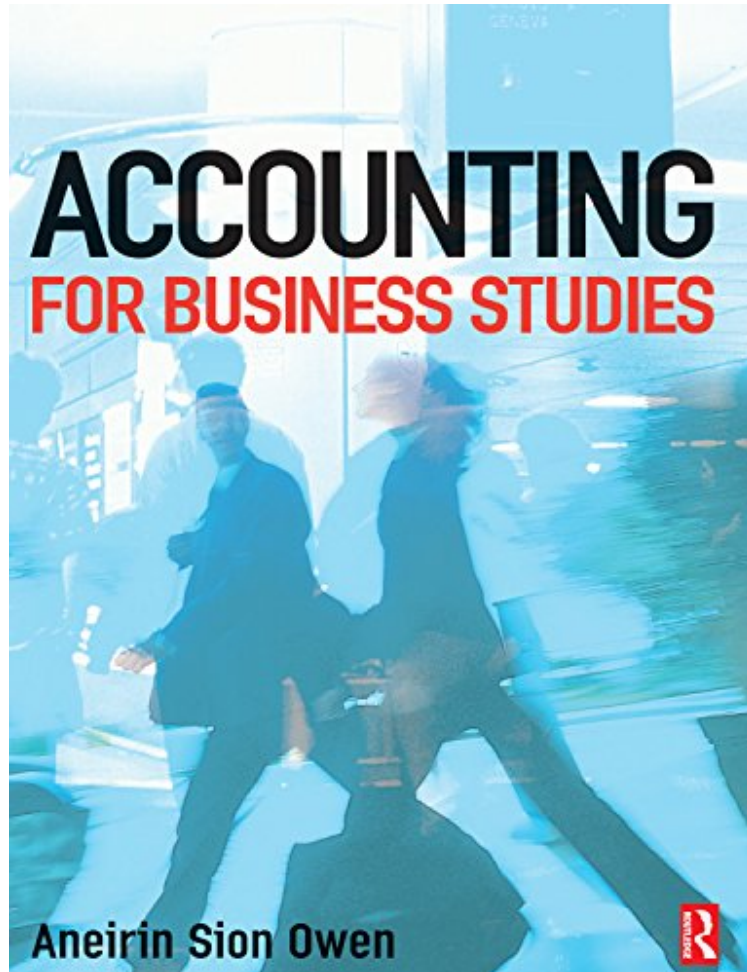


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## Accounting for Business Studies

*Aneirin Owen*

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From the Back Cover Accounting for Business Studies explains the role of accounting in modern business and

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- \* A business perspective rather than an accounting perspective
- \* Tight pedagogic structure
- \* e-business, including case studies
- \* Globalisation, including case studies
- \* Business skills, interpretation, analysis and communication
- \* IT integrated into specific business situations
- \* Risk factors and risk reduction
- \* Includes models such as Porter's Five Forces, Supply Chain, Product Life Cycle

Aneirin Sion Owen is a Chartered Accountant and Senior Lecturer in accounting at Manchester Metropolitan University. Excerpt. copy; Reprinted by permission. All rights reserved. Easily integrates accounting practices and procedures into business and management studies