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*joint cost  
allocation in  
creating a trade  
war between  
poultry farms in  
South Africa and  
the United  
States (Chapter  
16). . The  
text's examples  
of management  
accounting  
applications in  
companies are*

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*drawn from international settings. Focus on merchandising and service sectors (versus traditional manufacturing settings) highlight the shifts in the US and world economies, including:*

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*Several Concepts  
in Action boxes  
focus on the  
merchandising  
and service  
sectors,  
including  
achieving cost  
leadership at  
Trader Joes,  
using activity-  
based costing to  
reduce the costs  
of health care*

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*delivery at the Mayo Clinic (Chapter 5), reducing fixed costs at Twitter (Chapter 2), and analyzing operating income performance at Best Buy (Chapter 12) and web-based budgeting at 24 Hour Fitness. .*

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sustainability  
as one of the  
critical  
managerial  
challenges of  
the coming  
decades,  
including: .  
Material that  
stress themes of  
recognizing and  
accounting for  
environmental*

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*costs, energy  
independence and  
the smart grid,  
setting stretch  
targets to  
motivate greater  
carbon  
reductions,  
using cost  
analysis, carbon  
tax, and cap-and-  
trade auctions  
to reduce  
environmental*

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constructing  
“green” homes in  
a cost-effective  
manner. · More  
focus on the  
role of  
accounting  
concepts and  
systems in  
fostering and  
supporting  
innovation and  
entrepreneurial*

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*activities in firms including:*  
• *The challenges posed by recognizing R&D costs as period expenses even though the benefits of innovation accrue in later periods. • How companies budget for innovation*

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*expenses and develop measures to monitor success of the innovation efforts delinked from operational performance in the current period (Chapter 6). . The importance of nonfinancial measures when*

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making decisions  
about innovation  
(Chapter 11).

The concept that  
innovation  
starts with  
understanding  
customer needs  
(Chapter 13).

Process  
innovations for  
improving  
quality (Chapter  
19). . Cutting-

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*edge topics are covered,*

*including:*

*Material around recent trends in big data and data analytics in predicting costs and when making demand forecasts.*

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*hallmarks with a  
great emphasis  
on strategy*

*Strategy maps  
are presented as  
a useful tool to  
implement the  
balanced  
scorecard and a  
simplified  
presentation of  
how income  
statements of  
companies can be*

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*analyzed from the strategic perspective of product differentiation or cost leadership. A new section helps students evaluate strategy maps such as the strength of links,*

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*differentiators,  
focal points and  
trigger points.*

*· Try It  
examples are  
simple and focus  
on key ideas or  
concepts. They  
are located  
after a  
particular  
concept or  
calculation, and  
invite students*

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*to practice what  
they have just  
learned.*

*Becker Multiple  
Choice Questions  
in the*

*assignment*

*material probe  
students'*

*knowledge of the  
chapter material  
and their*

*ability to think  
critically about*

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*key concepts.*

## Opening

*Vignettes. Each*

*chapter opens*

*with a vignette*

*on a real*

*company*

*situation. The*

*vignettes get*

*students engaged*

*in a business*

*situation, or*

*dilemma,*

*illustrating why*

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*and how the  
concepts in the  
chapter are  
relevant in  
business. New  
examples on  
Quiksilver,  
General Motors,  
Boeing, Delta,  
Honda, and  
Viacom have been  
incorporated. .  
Concepts in  
Action Boxes.*

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*Found in every  
chapter, these  
boxes cover real-  
world cost  
accounting  
issues across a  
variety of  
industries  
including  
automobile  
racing, defense  
contracting,  
entertainment,  
manufacturing,*

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*and retailing.*

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*New examples*

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*include Subway,*

*Chipotle, H&M,*

*Amazon, Under*

*Armour, and*

*Netflix.*

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consistently

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