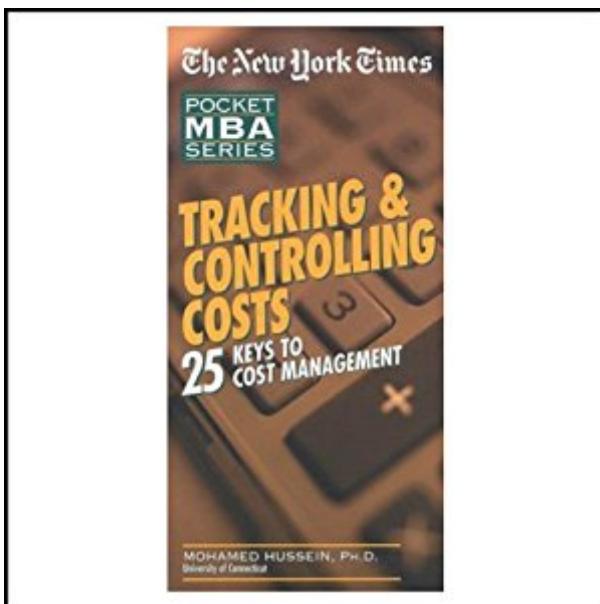


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Synopsis

Learn the 25 keys to understanding how financial reporting and cash flow are essential tools to determining success or failure by evaluating strategic cost management, inventory control, pricing and product mix analysis, and cash management. *Tracking & Controlling Costs* is part of the New York Times Pocket MBA Series, a 12-volume reference tool for all businesspersons. Each volume, written by professors from top graduate business schools and edited by the New York Times business editors, presents 25 key principles of specific areas of business expertise.

Book Information

Audible Audio Edition

Listening Length: 2 hoursÂ Â andÂ Â 41 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Listen & Live Audio, Inc.

Audible.com Release Date: June 23, 2003

Language: English

ASIN: B0000A9AYW

Best Sellers Rank: #78 inÂ Â Books > Audible Audiobooks > Business & Investing > Accounting #1368 inÂ Â Books > Business & Money > Accounting > Managerial #2264 inÂ Â Books > Audible Audiobooks > Business & Investing > Leadership & Management

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