



# Business Planning and Control: Integrating Accounting, Strategy, and People

*Bruce Bowhill*

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## **Business Planning and Control: Integrating Accounting, Strategy, and People** Bruce Bowhill

*Business Planning and Control: Integrating Strategy, Accounting and People* provides an introduction to core areas of management accounting and business planning. It then explores relationships between strategy, management accounting information, and the design of control systems, taking into account the needs of both people and organisations.

- An integrative approach to business planning and control
- Includes a specific focus on the design of planning and control systems
- Considers key techniques of strategic management
- Uses management accounting techniques for operational, managerial and strategic purposes
- Provides case study information to form a thematic thread throughout the text

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