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this well received book now in its ninth edition provides a comprehensive analysis of the fundamental concepts of financial management and management accounting the elegantly combined presentation of the various aspects of financial management and management accounting is a highlight of this text focusing on the core areas of financial management basic concepts of finance sources of finance capital structure theories and planning dividend policies investment decisions portfolio management and working capital management as well as the areas of management accounting changes in financial position financial statement analysis and inter firm comparison budgetary control and standard costing and cost information and management decisions the book also delves on the contemporary topics such as financial environment corporate governance and international financial management in detail in addition it contains a number of case studies on various areas of finance and management accounting the current edition has been thoroughly revised keeping in view contemporary developments in the literature and applicable provisions of the companies act 2013 apart from updating the case studies new cases have been added to support the relevance and quality of discussion intended primarily for postgraduate students of commerce m com and management mba with finance specialization the book will also be highly useful for undergraduate students of commerce and management students of professional courses such as ca and icwa as well as professionals in the fields of financial management and management accounting the present treatise has been recommended by many colleges management institutes and universities in india for their respective postgraduate and undergraduate commerce and management courses

this updated edition of the book blends in new e commerce technologies mobile commerce m commerce and use of cloud computing are offering a new set of challenges and opportunities for those individuals who know what they are

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this textbook introduces readers to digital business from a management standpoint it provides an overview of the foundations of digital business with basics activities and success factors and an analytical view on user behavior dedicated chapters on mobile and social media present fundamental aspects discuss applications and address key success factors the internet of things iot is subsequently introduced in the context of big data cloud computing and connecting technologies with a focus on industry 4 0 and the industrial metaverse in addition areas such as smart business services smart homes and digital consumer applications as well as artificial intelligence quantum computing and automation based on artificial intelligence will be analysed the book then turns to digital business models in the b2c business to consumer and b2b business to business sectors building on the business model concepts the book addresses digital business strategy discussing the strategic digital business environment and digital business value activity systems dvass as well as strategy development in the context of digital business special chapters explore the implications of strategy for digital marketing and digital procurement lastly the book discusses the fundamentals of digital business technologies and security and provides an outline of digital business implementation a comprehensive case study on google alphabet explaining google s organizational history its integrated business model and its market environment rounds out the book

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