

(Free) Managing Finance

Managing Finance

D. Crowther

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Managing Finance

a socially responsible approach

David Crowther



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D. Crowther : Managing Finance before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Finance:

Managing Finance is developed from tried and tested materials that are easy to read and work is written from a managerial perspective for general managers on executive or MBA courses. The text focuses on accounting from the viewpoint of the needs of managers for financial information and understanding. Scenarios and examples are included

that demonstrate a socially responsible approach. Business Scenarios are presented at the opening of each chapter and this is then used to explore the topics covered given at the start of the chapter. This approach is very appealing to people with business experience. There is supplementary material with this text for the website with additional exercises, cases, multiple choice questions, Powerpoint presentations, and tutorial material. This will be kept up-to-date and provide links to other resources.

From the Back Cover All organisations make use of accounting. They are required to produce annual accounts, which are provided to shareholders to explain what actions have been taken on their behalf during the previous year and what the results of those actions have been in terms of profitability. Corporate social responsibility is one aspect of using accounting in the management of business that is very prominent at the present time. It is often thought that profit and socially responsible behaviour - or at least the maximisation of profit and socially responsible behaviour are incompatible with each other. This is not the case however and there is a lot of evidence to suggest that an organisation which behave in a socially responsible manner actually improves its profitability. Managing Finance is designed to enable managers to use accounting in the management of their business operations but that it is designed to show how to do this in a socially responsible way. The text focuses on accounting from the viewpoint of the needs of managers for financial information and understanding. The book is developed from tried and tested materials that are easy to read and is written from a managerial perspective for general managers on executive or MBA courses. Scenarios and examples are included that demonstrate a socially responsible approach. Business Scenarios are presented throughout the book and this is then used to explore the topics covered given at the start of the chapter and the approach is very appealing to people with business experience. There is supplementary material with this text for the website with additional exercises, cases, multiple choice questions, PowerPoint presentations, and tutorial material. This will be kept up-to-date and provide links to other resources. David Crowther, Professor of Corporate Social Responsibility, London Metropolitan University.