



# Activity-Based Cost Management: An Executive's Guide (Wiley Cost Management Series)

*Gary Cokins*

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# Activity-Based Cost Management: An Executive's Guide (Wiley Cost Management Series)

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**Activity-Based Cost Management: An Executive's Guide (Wiley Cost Management Series) Gary Cokins**  
**Proven strategy for reducing production and operating costs while increasing profits**

As the growth of the Internet shifts power to consumers, the pressure on companies to keep prices low will continue to mount. Increasingly corporations are relying on "margin management" and supply chain management as a means of keeping prices low while raising profits. Activity-based costing and management (ABC/M) data is key to succeeding in both these critical management strategies. This book explains how executives can effectively use the information furnished by cutting-edge ABC/M systems. The author, an acknowledged expert in the field, clearly defines the ABC/M system and explains how to use the information it provides for best results. He provides a rational framework for understanding the fifteen key defining characteristics of ABC/M and arms readers with an ABC/M Readiness Assessment test along with extremely user-friendly exhibits.

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