



# Common Cents: How to Succeed with Activity-Based Costing and Activity-Based Management

*Peter Turney*

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When designed and executed correctly, cost information programs alert decision makers about problems to overcome and opportunities to take advantage of. The difficulty is, conventional sources of financial information often do just the opposite--they hide or misrepresent problems, fail to identify opportunities, and lead to solutions that are ineffective and potentially perilous.

*Common Cents*, Second Edition, reveals how Activity-Based Costing (ABC) and Activity-Based Management (ABM) can help you make the right decisions about customer and product mix, marketing channels, and performance improvement. Originally written and now revised and updated by ABC/ABM pioneer Dr. Peter B.B. Turney, this book walks you through each step of the process, giving you the tools to more accurately identify, assign actual costs to, and report on the elements of each customer, product, or service, increasing your organization's process efficiency and profitability.

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