

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:** Strategic Management In Action

**Autor:** Coulter Mary

**Precio:** \$482.00

**Editorial:**

**Año:** 2005

**Tema:**

**Edición:** 3ª

**Sinopsis**

**ISBN:** 9780131446809

Strategic Management in Action, 4/e is clearly differentiated from other volumes by its conversational writing style, increased use of pedagogy, and emphasis on readers doing strategy. The volume effectively integrates strategy theory and strategy action in an exciting and engaging way.

The author examines the foundations of auditing, as well as standards, materiality and risk, management assertions and evidence, client acceptance and audit planning, internal control, revenue and cash receipts transactions, expenditure and cash disbursements transactions, other accounts and transactions, sampling, completing the audit and reporting, ethics and legal liability and assurance and other services.

For business professionals involved in strategic planning.