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**KEY=DSCG - EMILIE ARELY**

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## Finance DSCG 2 - 2e éd.

## en 32 fiches

Dunod L'essentiel de l'épreuve 2 du DSCG en 39 fiches synthétiques.

## The Art of Game Design

## A Book of Lenses, Second Edition

*CRC Press Good game design happens when you view your game from as many perspectives as possible. Written by one of the world's top game designers, The Art of Game Design presents 100+ sets of questions, or different lenses, for viewing a game's design, encompassing diverse fields such as psychology, architecture, music, visual design, film, software engineering, theme park design, mathematics, puzzle design, and anthropology. This Second Edition of a Game Developer Front Line Award winner: Describes the deepest and most fundamental principles of game design Demonstrates how tactics used in board, card, and athletic games also work in top-quality video games Contains valuable insight from Jesse Schell, the former chair of the International Game Developers Association and award-winning designer of Disney online games The Art of Game Design, Second Edition gives readers useful perspectives on how to make better game designs faster. It provides practical instruction on creating world-class games that will be played again and again.*

## Livres hebdo

## Livres de France

*Includes, 1982-1995: Les Livres du mois, also published separately.*

## Performance Management and Control

*Dunod This textbook introduces the tools and systems of management control currently used in organizations. The focus is on how managers implement and use management control systems. The book emphasizes the social, behavioural and situational dimensions of management control. It offers many practical examples and case studies, with solutions or discussions. This textbook provides students with insights on business life and a better understanding of control practices. Cet ouvrage est une traduction et adaptation en anglais du livre de référence du cours de contrôle de gestion d'HEC. Il présente les outils et méthodes actuels du contrôle de gestion, sous l'angle de leur mise en œuvre. L'accent est mis sur les aspects humains, comportementaux et contextuels du contrôle et du pilotage dans les organisations. De nombreux exemples, cas d'entreprises ou exercices corrigés illustrent le cours.*

## Critical Chain

## A Business Novel

*Routledge This fast-paced business novel does for project management what The Goal and It's Not Luck have done for production and marketing. Goldratt's novels have traditionally slain sacred cows and delivered new ways of looking at processes which seem like common sense once you read them. Critical Chain is no exception. In perhaps Eli's most readable book yet, two of the established principles of project management, the engineering estimate and project milestones, are found wanting and dismissed, and other established principles are up for scrutiny - as Goldratt once more applies his Theory of Constraints. The approach is radical, yet clear, understandable and logical. New techniques are introduced, and Project Buffers, Feeding Buffers, Limit Multitasking, Improved Communications and Correct Measurements make them work. Goldratt even handles the complicated statistics of dispersed variability versus accumulated variability so deftly you won't even be aware of learning about them - they'll just seem like more common sense! Critical Chain is critical reading for anyone who deals with projects. If you use block diagrams, drawings or charts to keep track of your activities, you are managing a project - and this book is for you.*

## Corporate Finance and Investment

## Decisions and Strategies

*Financial Times/Prentice Hall This package includes a physical copy of Corporate Finance and Investment: Decisions and Strategies, 7/e by Richard Pike, Bill Neale and Philip Linsley, as well as access to the eText and MyFinanceLab. Corporate Finance and Investments, now in its seventh edition, is a popular and well-regarded text for students of corporate finance. The text takes a practical approach, focusing on the strategic issues of finance in a business setting. With clear and accessible language and an international perspective, the seventh edition will provide students with both essential knowledge of corporate finance and the tools to apply it.*

## It's Not Luck

*Routledge* There has been a shift of policy at board level. Cash is needed and Alex Rogo's companies are to be put on the block. Alex faces a cruel dilemma. If he successfully completes the turnaround of his companies they can be sold for the maximum return: if he fails they will be closed down. Either way Alex and his team will be out of work. It looks like lose-lose, both for Alex and for his team. And as if he doesn't have enough to deal with, his two children have become teenagers. As Alex grapples with problems at work and at home, we begin to understand the full scope of Eli Goldratt's powerful techniques. *It's Not Luck* reveals more of the Thinking Process-techniques that consistently produce win-win solutions to seemingly impossible problems.

## Introduction to the Study of Law

*Palibrio* In this important work, Dr. Felipe Fierro offers a comprehensive view on the subject of Introduction to the Study of Law, in which he revives the use of Gnoseology, Philosophy, History and Logic as Auxiliary Sciences; and exposes how the abandonment of such has contributed to the exponential growth of Skepticism and Relativism, currently prevailing in the legal world. The above, through extensive experience in teaching Law from the Aristotelian-Thomistic platform, based on the elementary assumption that we must first prove the existence of the object of study, and contrast main legal branches in topics such as: what is Law?, why is Science?, what are Law, Justice, Facultative rights and the Common Good?; supported by extensive and select bibliography. In addition, the being, nature, concept, essence and properties of the sources, fundamentals and classification are described. But important elements such as knowledge, order, principles, Jurisprudence, and Natural law, fundamental legal concepts, the legislative process, the Constitution, interpretation and others are not absent. Morality and Legal Law are obligatory markers, which although considered in their own field, are not excluded, but different as to object and method. Predominantly, Justice is exposed as one of the great values of the Law, and main theories in order to offer future lawyers the basis regarding the current Science of Law and its significance.

## Corporate Finance

### Theory and Practice

*John Wiley & Sons* Merging theory and practice into a comprehensive, highly-anticipated text *Corporate Finance* continues its legacy as one of the most popular financial textbooks, with well-established content from a diverse and highly respected author team. Unique in its features, this valuable text blends theory and practice with a direct, succinct style and commonsense presentation. Readers will be introduced to concepts in a situational framework, followed by a detailed discussion of techniques and tools. This latest edition includes new information on venture finance and debt structuring, and has been updated throughout with the most recent statistical tables. The companion website provides statistics, graphs, charts, articles, computer models, and classroom tools, and the free monthly newsletter keeps readers up to date on the latest happenings in the field. The authors have generously made themselves available for questions, promising an answer in seventy-two hours. Emphasizing how key concepts relate to real-world situations is what makes *Corporate Finance* a valuable reference with real relevance to the professional and student alike. Readers will gain insight into the methods and tools that shape the industry, allowing them to: Analyze investments with regard to hurdle rates, cash flows, side costs, and more Delve into the financing process and learn the tools and techniques of valuation Understand cash dividends and buybacks, spinoffs, and divestitures Explore the link between valuation and corporate finance As the global economy begins to recover, access to the most current information and statistics will be required. To remain relevant in the evolving financial environment, practitioners will need a deep understanding of the mechanisms at work. *Corporate Finance* provides the expert guidance and detailed explanations for those requiring a strong foundational knowledge, as well as more advanced corporate finance professionals.

## StrengthsFinder 2.0

*Simon and Schuster* An updated version of the StrengthsFinder program developed by Gallup experts to help readers discover their distinct talents and strengths and how they can be translated into personal and career successes.

## Calligraphy

### A Complete Guide

*Stackpole Books* Everything you need to know to get started: choosing quality tools, understanding the structure of letters, and learning the basic strokes Includes alphabets, from classic Roman letters, to the intricate traditions of the Middle Ages, to the simple, creative styles of today Hundreds of photos of inspiring, beautiful samples How to embellish your calligraphy with decorative dropped capitals, celtic knotwork, scrollwork, flourishes, and more Learn and master the beautiful and varied art of Western calligraphy. This lavishly illustrated guide includes all the information you need to get started in calligraphy as well as techniques for the more advanced artist, including using color, carving lettering in wood and stone, and creating abstract and ornamental calligraphy designs. The 40 alphabets included are drawn from throughout the rich history of Western calligraphy, from elaborate Gothic lettering to the clean lines of modern alphabets. An essential reference for calligraphers of all levels.

## Procurement and Supply Chain Management PDF eBook

*Pearson Higher Ed* The full text downloaded to your computer. With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends Print 5 pages at a time Compatible for PCs and MACs No expiry (offline access will remain whilst the Bookshelf software is installed. eBooks are downloaded to your computer and accessible either offline through the VitalSource Bookshelf (available as a free download), available online and also via the iPad/Android app. When the eBook is purchased, you will receive an email with your access code. Simply go to <http://bookshelf.vitalsource.com/> to download the FREE Bookshelf software. After installation, enter your access code for your eBook. Time limit The VitalSource products do not have an expiry date. You will continue to access your VitalSource products whilst you have your VitalSource Bookshelf installed.

## Leadership

### Multidisciplinary Perspectives

*Prentice Hall* Essays discuss the history and psychology of leadership, symbolic authority, politics, cultural leadership, and leadership processes

## The Seventh Crusade, 1244-1254

## Sources and Documents

Ashgate Publishing, Ltd. *The Seventh Crusade, led by King Louis IX of France, was the last major expedition for the recovery of the Holy Land actually to reach the Near East and its failure had wide repercussions both in the West and in Egypt and Palestine. This volume comprises translations of the principal documents and of extracts from narrative sources - both Muslim and Christian - relating to the crusade, and includes many texts, notably the account of Ibn Wasil, not previously available in English.*

## Agroecological Crop Protection

Springer *This book is devoted to Agroecological Crop Protection, which is the declension of the principles of agroecology to crop protection. It presents the concepts of this innovative approach, case studies and lessons and generic keys for agroecological transition. The book is intended for a wide audience, including scientists, experimenters, teachers, farmers, students. It represents a new tool, proposing concrete keys of action on the basis of feedbacks validated scientifically. Beyond the examples presented, it is therefore of general scope and proposes recommendations for all temperate and tropical cropping systems. It contributes to the training and teaching modules in this field and it is an updated information support for professionals and a teaching aid for students (agronomy, crop protection, biodiversity management, agroecology).*

## Coaching for Performance Fifth Edition

## The Principles and Practice of Coaching and Leadership UPDATED 25TH ANNIVERSARY EDITION

Nicholas Brealey *Coaching delivers high performance in you, your team, and your organization. "Coaching for Performance is the proven resource for all coaches and pioneers of the future of coaching." - Magdalena N. Mook, CEO, International Coach Federation (ICF) "Shines a light on what it takes to create high performance." - John McFarlane, Chairman, Barclays, Chairman, TheCityUK Coaching for Performance is the definitive book for coaches, leaders, talent managers and professionals around the world. An international bestseller, featuring the influential GROW model, this book is the founding text of the coaching profession. It explains why enabling people to bring the best out of themselves is the key to driving productivity, growth, and engagement. A meaningful coaching culture has the potential to transform the relationship between organizations and employees and to put both on the path to long-term success. Written by Sir John Whitmore, the pioneer of coaching, and Performance Consultants, the global market leaders in performance coaching, this extensively revised and extended edition will revolutionize the traditional approach to organizational culture. Brand-new practical exercises, corporate examples, coaching dialogues, and a glossary strengthen the learning process, whilst a critical new chapter demonstrates how to measure the benefits of coaching as a return on investment, ensuring this landmark new edition will remain at the forefront of professional coaching and leadership development.*

## Spin Dictators

## The Changing Face of Tyranny in the 21st Century

Princeton University Press *How a new breed of dictators holds power by manipulating information and faking democracy Hitler, Stalin, and Mao ruled through violence, fear, and ideology. But in recent decades a new breed of media-savvy strongmen has been redesigning authoritarian rule for a more sophisticated, globally connected world. In place of overt, mass repression, rulers such as Vladimir Putin, Recep Tayyip Erdogan, and Viktor Orbán control their citizens by distorting information and simulating democratic procedures. Like spin doctors in democracies, they spin the news to engineer support. Uncovering this new brand of authoritarianism, Sergei Guriev and Daniel Treisman explain the rise of such "spin dictators," describing how they emerge and operate, the new threats they pose, and how democracies should respond. Spin Dictators traces how leaders such as Singapore's Lee Kuan Yew and Peru's Alberto Fujimori pioneered less violent, more covert, and more effective methods of monopolizing power. They cultivated an image of competence, concealed censorship, and used democratic institutions to undermine democracy, all while increasing international engagement for financial and reputational benefits. The book reveals why most of today's authoritarians are spin dictators—and how they differ from the remaining "fear dictators" such as Kim Jong-un and Bashar al-Assad, as well as from masters of high-tech repression like Xi Jinping. Offering incisive portraits of today's authoritarian leaders, Spin Dictators explains some of the great political puzzles of our time—from how dictators can survive in an age of growing modernity to the disturbing convergence and mutual sympathy between dictators and populists like Donald Trump.*

## The Personal MBA

## Master the Art of Business

Penguin *Master the fundamentals, hone your business instincts, and save a fortune in tuition. The consensus is clear: MBA programs are a waste of time and money. Even the elite schools offer outdated assembly-line educations about profit-and-loss statements and PowerPoint presentations. After two years poring over sanitized case studies, students are shuffled off into middle management to find out how business really works. Josh Kaufman has made a business out of distilling the core principles of business and delivering them quickly and concisely to people at all stages of their careers. His blog has introduced hundreds of thousands of readers to the best business books and most powerful business concepts of all time. In The Personal MBA, he shares the essentials of sales, marketing, negotiation, strategy, and much more. True leaders aren't made by business schools—they make themselves, seeking out the knowledge, skills, and experiences they need to succeed. Read this book and in one week you will learn the principles it takes most people a lifetime to master.*

## Understanding the Digital World

## What You Need to Know about Computers, the Internet, Privacy, and Security

Princeton University Press *The basics of how computer hardware, software, and systems work, and the risks they create for our privacy and security Computers are everywhere. Some of them are highly visible, in laptops, tablets, cell phones, and smart watches. But most are invisible, like those in appliances, cars, medical equipment, transportation systems, power grids, and weapons. We never see the myriad computers that quietly collect, share, and sometimes leak vast amounts of personal data about us. Through computers, governments and companies increasingly monitor what we do. Social networks and advertisers know far more about us than we should be comfortable with, using information we freely give them. Criminals have all-too-easy access to our data. Do we truly understand the power of computers in our world? Understanding the Digital World explains how computer hardware, software, networks, and systems work. Topics include how computers are built and how they compute; what programming is and why it is difficult; how the Internet and the web operate; and how all of these affect our security, privacy, property, and other important social, political, and economic issues. This book also touches on fundamental ideas from computer science and some of the inherent limitations of computers. It includes numerous color illustrations, notes on sources for further exploration, and a glossary to explain technical terms and buzzwords. Understanding the Digital World is a must-read for all who want to know more about computers and communications. It explains, precisely and carefully, not only how they operate but also how they influence our daily lives, in terms anyone can understand, no matter what their experience and knowledge of technology.*

## The New One Minute Manager

*William Morrow A new edition based on the timeless business classic—updated to help today’s readers succeed more quickly in a rapidly changing world. For decades, The One Minute Manager® has helped millions achieve more successful professional and personal lives. While the principles it lays out are timeless, our world has changed drastically since the book’s publication. The exponential rise of technology, global flattening of markets, instant communication, and pressures on corporate workforces to do more with less—including resources, funding, and staff—have all revolutionized the world in which we live and work. Now, Ken Blanchard and Spencer Johnson have written The New One Minute Manager to introduce the book’s powerful, important lessons to a new generation. In their concise, easy-to-read story, they teach readers three very practical secrets about leading others—and explain why these techniques continue to work so well. As compelling today as the original was thirty years ago, this classic parable of a young man looking for an effective manager is more relevant and useful than ever.*

## The International Faith

### Labour’s Attitudes to European Socialism, 1918–39

*Routledge First published in 1998, illuminating the principles and practices which impelled British Labour’s international attitudes, this book focuses on relationships between social democratic and communist organisations in the troubled scene of Europe between the wars. Peace and disarmament were the first priorities, giving way to the fight against fascism after 1933; the Spanish Civil War was the watershed when disarmament ceased to be a tenable option. Against this background, contacts made with the Labour and Socialist International and the International Federation of Trades Unions are considered and the distinctive approaches of women and young people are discussed. The history of these formal organisations is balanced by an account of the wide-ranging contacts of the broad Labour Movement in fields such as sport, education, Esperanto, music and art. Its protagonists’ belief in international socialism is seen to be a faith which survived fascism and war, and continued to give hope for the future. This book will be of interest to students of Labour history and politics, as well as international and European studies.*

## The Management Control Function

*Harvard Business Review Press*

### Testing Business Ideas

### A Field Guide for Rapid Experimentation

*John Wiley & Sons A practical guide to effective business model testing 7 out of 10 new products fail to deliver on expectations. Testing Business Ideas aims to reverse that statistic. In the tradition of Alex Osterwalder’s global bestseller Business Model Generation, this practical guide contains a library of hands-on techniques for rapidly testing new business ideas. Testing Business Ideas explains how systematically testing business ideas dramatically reduces the risk and increases the likelihood of success for any new venture or business project. It builds on the internationally popular Business Model Canvas and Value Proposition Canvas by integrating Assumptions Mapping and other powerful lean startup-style experiments. Testing Business Ideas uses an engaging 4-color format to: Increase the success of any venture and decrease the risk of wasting time, money, and resources on bad ideas Close the knowledge gap between strategy and experimentation/validation Identify and test your key business assumptions with the Business Model Canvas and Value Proposition Canvas A definitive field guide to business model testing, this book features practical tips for making major decisions that are not based on intuition and guesses. Testing Business Ideas shows leaders how to encourage an experimentation mindset within their organization and make experimentation a continuous, repeatable process.*

## The Essentials of Financial Analysis

*McGraw Hill Professional It’s easier than you think to understand the financial reports you face every day . . . If your job focus is on managing employees and overseeing corporate affairs, financial analysis may sound like a foreign language to you. But, in today’s competitive business environment, it is crucial that managers and business executives have a firm grasp of financial analysis. The Essentials of Financial Analysis simplifies an often difficult-to-understand topic so stakeholders ranging from employees to executives to investors can understand and discuss an organization’s financial workings. The Essentials of Financial Analysis delivers practical, in-depth coverage on the key components of financial reporting, budgeting, and analysis to help you better relate to the numbers behind the business issues you face every day. By the time you turn the final page of this book, you will be able to command confident discussions on performance, investment, and other financial situations with members of your finance team and senior management. This hands-on book helps you make better business decisions by showing you how to structure financial analysis, as well as: Contribute to an organization’s success and guide others companywide to make better financial decisions Reduce cost of capital and hurdle rates by selecting the financial markets, intermediaries, and instruments that work best for your company’s financing needs Increase shareholder value by pursuing growth through capital investment, new products, mergers and acquisitions, joint ventures, and other strategies Your career success and the prosperity of your company depends on your ability to understand and act upon basic financial principles. With The Essentials of Financial Analysis, you can go inside the numbers and get a clear picture of where your company has been, where it is going, and how you can help it get there.*

## Business Process Automation with BPMS

*Lulu Press, Inc The quest for the operational excellence has started few years ago. Among the solutions to achieve that goal, companies have tried to adopt new information technologies, the BPMS, with the promises that their business processes would be easily automated. So, what happened? Based on a market study, this essay tries to determine the best organisational environment setup by comparing the implementation of the current information automation systems with the industrialization of the early twentieth century. This book focuses on social aspects of automation and the criteria that will ensure the successful implementation of the BPMS within the organisations. This book is designed for the professionals and practitioners who are responsible to introduce the business process management initiative within organizations. It would be useful for the postgraduate students of management as well.*

## Handbook of Atopic Eczema

*Springer Science & Business Media State-of-the-art review on atopic eczema, one of the most common skin diseases today. This multi-authored handbook covers all aspects relevant for physicians from various disciplines.*

## Supply Chain Financial Management

## Best Practices, Tools, and Applications for Improved Performance

Readers will gain the financial perspective of their primary responsibilities of effectively managing working capital and inventory investments, evaluating and selecting suppliers, developing supplier performance capabilities, managing costs across the supply chain, and sourcing internationally. Designed for self-learning, training, and course instruction, this book shows readers how to apply financial thinking, concepts, tools, and approaches to their SCM activities to better understand and manage them, as well as the way in which to present the impact of their performance results in financial terms that corporate executives and finance professionals understand and care most about. It bridges the gap between theory and application, and the divide between SCM and finance to meet the next level of demands of the global marketplace for improved performance and competitive advantage. --

## Case Studies in International Management

Prentice Hall

## ICT for a Better Life and a Better World

## The Impact of Information and Communication Technologies on Organizations and Society

Springer This book focuses on the impact of information and communication technologies (ICTs) on organizations and society as a whole. Specifically, it examines how such technologies improve our lives and facilitate our work. A main aspect explored is how actors understand the potential of ICTs to support organizational activities and hence, how they adopt and adapt these technologies to achieve their goals. The book collects papers on various areas of organizational strategy, e.g. new business models, competitive strategies, knowledge management and more. The main areas dealt with are new technologies for a better life, innovations for e-government, and technologies enhancing enterprise modeling. In addition, the book addresses how organizations impact society through sustainable development and social responsibility, and how ICTs employ social media networks in the process of value co-creation.

## Research traditions in marketing

Springer Science & Business Media This book reviews the past twenty years of research in marketing by considering the different research streams together to understand, evaluate and criticize those various streams and to explore potential overlaps and divergence likely to emerge in the future. In addition, careful attention has been paid to represent a balance of European and North American scholarship in both quantitative and qualitative research traditions. The book is organized into quantitative and qualitative parts. The quantitative articles include such topics as marketing models, econometrics, productivity in marketing, diffusion of innovation and industrial marketing; the qualitative articles include consumer behavior, industrial marketing and industrial marketing networks, and perspectives on marketing from other sciences.

## Managing Media Firms and Industries

## What's So Special About Media Management?

Springer This volume provides rich insight into the nature and practice of media management. Contributions assess the degree to which management of media firms requires a unique set of skills, highlighting similarities and differences of media firms compared with other industries in terms of management practices, HR development and operational aspects. Success and limitations of research on media management theory is evaluated, both drawing on management theory and examining insights from other disciplines. Dimensions for future research are considered along with practical implications for media managers and corporate structures. The book serves as a valuable reference for researchers, advanced students and practitioners in media industries.

## Jews, Labour and the Left, 1918-48

Routledge "The essays in this volume seek to arrive at an understanding of Jewish involvement in the labour movements outside Israel from the end of the First World War to the final stages of World War Two." --book cover.

## Sprint

## How to Solve Big Problems and Test New Ideas in Just Five Days

Simon and Schuster From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

## The Essentials of Project Management

Gower Publishing, Ltd. The fourth edition of Essentials of Project Management is the complement to Dennis Lock's comprehensive, and encyclopaedic textbook; Project Management (now in its Tenth Edition). Essentials provides a concise account of the principles and techniques of project management, designed to meet the needs of the business manager or student. Using examples and illustrations, the author introduces the key project management procedures and explains clearly how and when to use them. More people than ever before need to understand the basic processes, language and purpose of project working. Essentials of Project Management remains the ideal text for anyone new to project working, including; senior managers, project sponsors, stakeholders or students studying project management as part of a wider business qualification or degree.

## Information and Communication Technologies in Organizations and Society

## Past, Present and Future Issues

Springer This book presents a collection of original research papers focusing on emerging issues regarding the role of information and communication technologies in organizations, inter-organizational systems, and society. It adopts an inter-disciplinary approach, allowing for the integration of contributions from various disciplines such as information systems, organizational studies, marketing, accounting, and social sciences. This book offers valuable insights not only for scholars, but also for practitioners, managers, and policy makers. The book is a compilation of the best research papers - originally double blind, peer-reviewed contributions - presented at the ICTO 2015 conference held in Paris.

## Lucky T

*Simon and Schuster* Some girls have all the luck. So far, Carrie Fitzgerald's sixteen years have been pretty sweet. Straight A's, an adorable boyfriend, a starting position on the varsity basketball team... But Carrie's luck is about to, well, change. Suddenly, her boyfriend dumps her (to "hang out with his friends"!), she and her best friend have a massive blowout, and she gets a D on a biology test. Carrie knows what's wrong -- her mom accidentally donated her lucky T-shirt to Help India. That one adorable, perfect T-shirt was the source of all her good fortune. So Carrie does what any girl would do: She's going to India. Cross your fingers and hope that Carries finds adventure, love, and maybe just a little good luck along the way....

## IFRS in a Global World

### International and Critical Perspectives on Accounting

*Springer* This book, dedicated to Prof. Jacques Richard, is about the economic, political, social and even environmental consequences of setting accounting standards, with emphasis on those that are alleged to be precipitated by the adoption and implementation of IFRS. The authors offer their reasoned critiques of the effectiveness of IFRS in promoting genuine global comparability of financial reporting. The editors of this collection have invited authors from 17 countries, so that a great variety of accounting, auditing and regulatory cultures, and educational perspectives, is amply on display in their essays.

## Planning and Control Systems

### A Framework for Analysis

### Fundamentals of Management Control

### Techniques and Principles

*Pearson* Cet ouvrage, version anglaise de *Les fondamentaux du contrôle de gestion*, présente de façon structurée la démarche à suivre pour réussir le pilotage de la performance en mettant en évidence la dimension managériale.