



Company PL Economics Economic Measures for Managing Revenue, Costs, and Profitability

By William F Christopher MS

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 156 pages. Dimensions: 9.0in. x 6.0in. x 0.4in. This book describes a new economics: Company P and L Economics. This new economics helps managers increase total sales revenue, and improve the profitability of total sales revenue. This new economics also enables managers to control costs in relation to cash earned, and to improve the achievement of desired profitability. Company P and L Economics uses the data in the company's chart of accounts, but uses these data in new and different ways. Company P and L Economics uses concepts and measures from the discipline of the economics of the individual business firm. Company P and L Economics combines with marketing and other disciplines, and is used by management, and all company people involved in incurring costs or generating revenue. Using Company P and L Economics, company people manage costs in relation to cash earned, and manage profitability to achieve desired operating income. This new discipline has been used by companies in America, Europe, and Asia to control costs in relation to cash earned, and to manage profitability to achieve desired goals. Most business people don't yet know about this...



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