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managerial challenges of the coming decades, including: · Material that stress themes of recognizing and accounting for environmental costs, energy independence and the smart grid, setting stretch targets to motivate greater carbon reductions, using cost analysis, carbon tax, and cap-and-trade auctions to reduce environmental footprints, and constructing "green" homes in a costeffective manner. . More focus on the role of accounting concepts and systems in fostering and supporting innovation and entrepreneurial activities in firms including: · The challenges posed by recognizing R&D costs as

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been incorporated. • Concepts in Action Boxes. Found in every chapter, these boxes cover real-world cost accounting issues across a variety of industries including automobile racing, defense contracting, entertainment, manufacturing, and retailing. New examples include Subway, Chipotle, H&M, Amazon, Under Armour, and Netflix.

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