18 MANAGEMENT DECISIONS Culminates in the creation of business value

**Planning**

*Strategy*
- Core values
- Mission
- Objectives
- Sustainability

*Positioning*
- Cost/volume/profit and scalability
- Global trade and transfer
- Branding/pricing/sensitivity/competition

**Budgets**
- Operating
- Capital
- Financing

**Directing**

*Costing*
- Methods
- Concepts

*Production*
- Inventory
- Responsibility

**Analysis**

**Controlling**

*Monitor*
- Standard costs
- Variances
- Flexible tools

*Scorecard*
- Balance
- Improvement