

BOOK REVIEW

A TEXT BOOK OF COST MANAGEMENT:

**G.V. Keshava Rao, D. Gopinath, M.G. Krishnamurthy & Anitha S. Yadav;
Paramount Publishing House, 3-5-1105, 2nd Floor, PVR Estates, Narayanaguda,
Hyderabad-500 029, India; First Edition, 2013, pp1-296+xi.**

Reviewer: N.S. Viswanath

The present book under review deals with cost. This book is specifically written for MBA programme of VTU. This is based on application of marginal principle and methods of costing. Added to this is the control aspects of costing based on principles of management. The book is divided into eight modules in a logical sequence. Each module is dealt for solving problems connected with costing. Interesting aspect of this book is application of marginal principle and linking up cost, volume, and profit relationships. Each chapter has a theoretical foundation followed by relevant & associated problems. The thought flow is written with rigour and life by enumerating implication of each tool in solving practical problems. The best module appears to be cost audit which is in the domain of cost management. The rules, procedures and practices of cost and management audit are written in the Indian context. Cost, control and activity relationships are well brought out accordingly from modules 1 to 4. The module in management reporting appears sketchy. Some standard examples of management relationship on cost audit should have been added. The module 8 presents an interesting reduction, control and target costing. The use of statements in control of quality is highlighted. The application of balanced score card which is frequently used in organizations is enumerated. An example of application of balance score card to industry, cooperative and not for profit organizations (NPOs) may have been attempted. There is a need to expand the last chapter to enable the accountants in the MNC companies to derive the use of this book.

The book will serve as a guide for first students of costing. This will be useful to the students of chartered accountancy examinations & to the practitioners of accounting. The authors deserve congratulations for their best efforts in publishing this work.

TO FEEL ARE NOT TO FEEL

To Feel or Not to Feel: Anjali Anirudhan:

**Cyberwit.net, HIG 45, Kaushambi Kung, Kalindipuram, Allahabad-211 011 (UP), India;
First Edition, 2014, pp1-69**

Reviewer: N.S. Viswanath

Imagination is a psychological exercise which will help people grow and make others grow under most stressful circumstances. Here is an anthology of poems by a student of business who is working as a Tax Consultant in an MNC organization in India. 'To feel or not to feel' is an interesting & emotional output (not outburst) to think about nuances of life. This anthology of 50 poems deals with duality, dimension, play with words and finally go beyond words! Each poem deals with a theme connected with a domain of life. All imageries such as sun, moon, black & white, dark & light, good & bad, are all confirmed with sooth feelings. Anything which is felt at any time, on any occasion, becomes a theme for introspection. This author sees rainbow as "painting the air". She knows the 'colour of greens'. She thinks of the magic way. Anything which is unexpected is the magic way for her! She makes people 'deaf' and prompts them to open up. Each poem speaks of the soft interaction between i & I. Time, space, shape and nature will make her think in several ways. She claims to make people stop think to think always! Fear or source of fear will not throttle her. She intends to connect with the ocean. She derives finally that we are all alone! She waits for the time and reflects hope in the eyes. The anthology of poems surprisingly has no creative use of language of business or taxation. A few can have this talent i.e., the talent of giving beyond these words and creative phrases. Every poem read at once will make a reader murmur. The poems here have the ability to distort inner serenity. The author reserves recognition for her talent which has just begun. She has the ability to listen here, whisper and finally derive strength in nature. She talks of brevity in the context of facing problems. Her choice is to chase "freedom" to claim, to grow and to manifest. The reviewer hopes of a great life of literature for this young talent. All students of business, I wish, to be as creative as this writer of words is if not more!