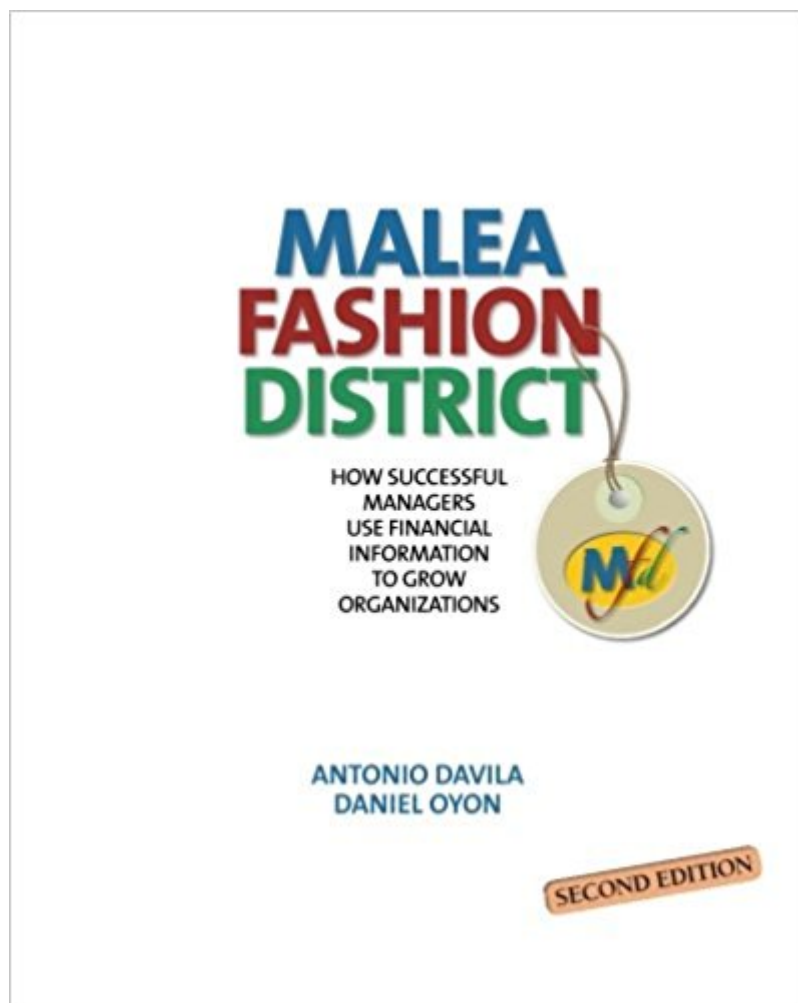




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# Malea Fashion District: How Successful Managers Use Financial Information To Grow Organizations, 2 Edition



## Synopsis

This book is a black and wide edition of the original book. It is written for entrepreneurs starting organizations that will change the world, for managers who want to become more effective, and for students learning about management. A crucial aspect of management is the tools available to assess the economics of organizations. These tools are the purpose of this book. To be effective, you need to understand the numbers. Once you are comfortable with them, then you can build on the insights that will make your organization unique. Too many good ideas to create value for society fail because the people at the helm could not interpret the numbers. You don't have to be an expert, but you need to feel comfortable with the basics. Relying on finance and accounting guys is good, they will give you more depth; but blindly relying on them is risky. They do not have the whole picture or your vision. So, they cannot interpret the numbers within the right context. The best way to work with these numbers people is to have a solid base to ask the right questions and understand the answers. When we wrote the story of Malea, we did so because we could not find a book that did what we wanted our students to know. Books that explain tools to run the economic side of organizations are very similar. They focus on the technical aspects. Some of them give the basic techniques, others go more in depth, and still others go into excruciating detail. But all of them teach the math. So if you want to know the details, you have plenty of options! Because of the number focus, they are boring. By the second chapter you are bored. You keep on reading because you believe that the ideas are important, but their relevance fades in the detail of the technique. What these books are missing is the intuition. They are missing answering questions such as why is a technique important, what is it telling me, when should I use it? The story of Malea is about intuition and relevance. It tells you why tools to understand the economic side of organization are relevant and what the intuition is for using them. It presents the various tools within the context of the birth and growth of Malea's organization. Malea and her team use these tools because they have a question that needs an answer. The story makes the reading more enjoyable and easier to capture and retain the reasons why these tools are needed and how they work. In this book you will learn about the economic side of organizations. You will learn the basic techniques, but more importantly you will learn why they are relevant and when to use them. If you want to get more detail, there are dozens of books that will give you as much depth as you can take. But Malea Fashion District will teach you when and why to use these tools. It will do it through a story engaging you much more than a technical book.

## Book Information

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## Customer Reviews

Antonio Davila He is professor of entrepreneurship and accounting and control at IESE Business School in Barcelona where he is the director of the Entrepreneurship department. He received his Doctoral degree from the Harvard Business School and was a professor at the Graduate School of Business at Stanford University from 1999 to 2006. He currently teaches management accounting, entrepreneurship and innovation, and sports management. His work has been published in top journals and he was written and edited several books on innovation and management. He regularly works with start-up as well as large companies. He also collaborates with non-profit organizations. He brings passion for mountains and the Latin perspective being from Spain with an Argentinean wife. Daniel Oyon He is professor of management control at HEC Lausanne, the Faculty of Business and Economics of the University of Lausanne in Switzerland since 1995 where he was dean from 2009 through 2012. He received a Bachelor of Science in Management, a Master of Science in Information Systems and a Doctoral Degree from the University of Lausanne. Before joining HEC Lausanne, he worked several years as consultant with Accenture and SAGE serving mid-size and large financial and industrial companies. He was visiting scholar at Harvard Business School from 1988 to 1990 and at the Stanford Graduate School of Business in 2003. He has published in academic journals and he is actively involved in business through consulting assignments or board memberships. As you may have guessed, he enjoys skiing and the mountains, although he will not refuse a beach destination.

It didn't work on my Kindle app on my mac, everything was jumbled up and the pictures were not there.

Makes cost accounting easy to understand and not so tedious

I enjoyed reading this new version. Nice story. Clear explanations. Cleaver progression in the exposition of concepts. I loved it. You will love it.

I am a management professor, former manager and social entrepreneur, currently teaching Executive MBA courses in topics such as managerial decision making, and management control. I decided to test this book with my students, because some of them had problems understanding the accounting books usually used to teach these topics, despite all of them have several years of working experience as managers. I found that this book by Davila and Oyon is very intuitive and easy to understand. Students can easily connect the concepts and ideas presented in this book with their personal experience as managers. This book presents some of the main problems managers face in organizations, and offers a clear way of using accounting data and market information to look for answers. It also provides detailed examples that illustrate the concepts, ideas, and relevant analysis. I would also recommend this book to people thinking on starting their own business. Probably there are few books that combine so well a lot of powerful concepts, good explanations, and down to earth examples to apply these ideas. Definitely this book is not for people that want to theorize about these topics, but a book for "doers", people who want to acquire useful concepts and apply them in their jobs and personal projects.

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