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1. The critical aspect of the analysis of this special order is how it will affect the brand image of Deaine's clothing. Deaine appears to compete on the basis of product differentiation, that is, its clothing is perceived to be of higher

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Johnson, H. T. 2002. A former management accountant reflects on his journey through the world of cost management. Accounting History (May): 9-21. Johnson, H. T. 2004. Confronting the tyranny of management by numbers. Reflections (5): 1-11. Johnson, H. T. 2006. Lean accounting: To become lean, shed accounting. Cost Management (January

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Kaplan, Robert S. and Bruns, W. Accounting and Management: A Field Study Perspective (Harvard Business School Press, 1987) ISBN 0-87584-186-4; Nicholson, Jerome Lee, and John Francis Deems Rohrbach. Cost accounting. New York: Ronald Press, 1919. Blocher, Stout, Juras and Cokins, Cost Management - A Strategic Emphasis, 7th Edition (McGraw-Hill 2016).

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