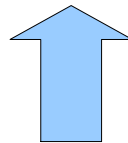
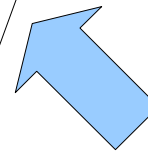
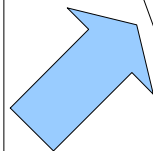
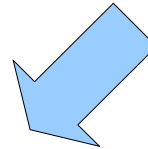
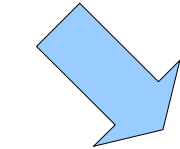


Relevante
kosten
opsporen

Schattingen van
de effecten van
beslissingen



KOSTENMANAGEMENT
Optimalisatie van
– verkoopprijzen
– vaste kosten
– toegerekende kosten
– tijdshorizon

**ECONOMISCHE
PSYCHOLOGIE**
Vertekeningen
corrigeren

STRATEGIE
Blijft concurrentievoordeel
behouden?
Is verlies verantwoord?