

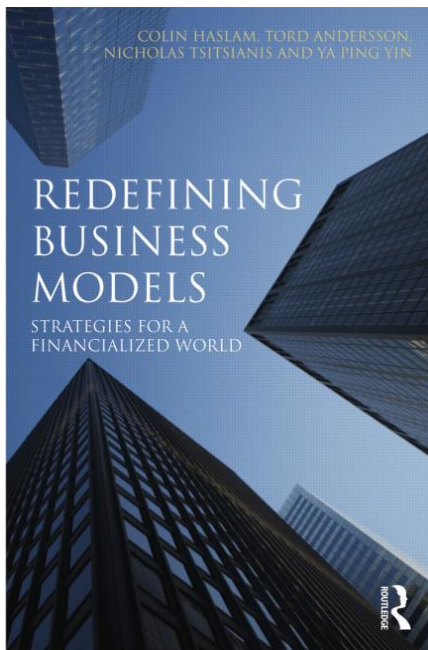
Redefining Business Models

Strategies for a Financialized World

By **Colin Haslam, Tord Andersson, Nicholas Tsitsianis, Ya Ping Yin**

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'This path-breaking book offers the first systematic presentation of the critical relevance of accounting for interrogating and contesting the contemporary (re)design of business. It demonstrates how the making of business is changing and how this shift invites a change in analysis. Using detailed company cases, light is shone on the rise of financial leverage in business (re)construction. Accounting, rather than economics, is shown to offer the more insightful and challenging resources in elucidating as well as developing contemporary business models.'

Hugh Willmott, Cardiff University, UK