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Professor Blocher is also the author or co-author of several articles in management accounting and in other areas of accounting and has served as associate editor and reviewer for a number of accounting journals. He has a 2009 article in Issues in Accounting Education on the topic of teaching strategic cost management.

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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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