## THE MANAGEMENT ACCOUNTANT

ISSN 0972-3528

October 2025 | Vol. 60 | No. 10 | Pages - 124 | ₹ 100

## COST MANAGEMENT IN THE MODERN ERA

REDEFINING BUSINESS STRATEGIES FOR SUSTAINABLE GROWTH AND OPERATIONAL EFFICIENCY - THROUGH COST MANAGEMENT LENSES





Journal of

THE INSTITUTE OF COST ACCOUNTANTS OF INDIA

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