

Accounting Principles 8th Edition

Our top selling introductory accounting product Accounting Principles helps students succeed with its proven pedagogical framework, technical currency and an unparalleled robust suite of study and practice resources. It has been praised for its outstanding visual design, excellent writing style and clarity of presentation. The new eighth edition provides more opportunities to use technology and new features that empower students to apply what they have learned in the classroom to the world outside the classroom.

This engaging book lays the foundation for readers to succeed on the CPA exam and ultimately in their professional practice. This new edition continues to reflect the conversational style and clarity that has made this a leader in the market. It explores the key concepts and principles while using the PepsiCo financial statement to clearly show how the information is applied in the real world. The book has also been updated with the latest data as to reflect today's business environment.

WileyPLUS sold separately from text. Accounting Principles 12th Edition by Weygandt, Kimmel, and Kieso provides students with a clear introduction to fundamental accounting concepts. The Twelfth Edition helps student get the most out of their accounting course by making practice simple. This text allows for new opportunities for self-guided practice allow students to check their knowledge of accounting concepts, skills, and problem-solving techniques and receive personalized feedback at the question, learning objective, and course level. Newly streamlined learning objectives help students use their study time efficiently by creating a clear connections between the reading and video content, and the practice, homework, and assessments questions. Weygandt, Accounting Principles is a best-selling program ideal for a two-semester Principles of Accounting sequence where students spend the majority of the time learning financial accounting concepts, and are introduced to the basic concepts of managerial accounting at the end of the sequence With Accounting Principles students learn the accounting cycle from a sole proprietor perspective.

Success in Accounting is just a click away... With WileyPLUS, students and instructors will experience success in the classroom. When students succeed-when they stay on-task and make the breakthrough that turns confusion into confidence-they are empowered to realize the possibilities for greatness that lie within each of them. Our goal is to create an environment where students reach their full potential and experience the exhilaration of academic success that will last them a lifetime. WileyPLUS helps to reach that goal. WileyPLUS is an online suite of resources-including the complete text-that will help students: come to class better prepared for lectures get immediate feedback and context-sensitive help on assignments and quizzes track progress throughout the course www.wiley.com/college/wileyplus 850f students surveyed said it improved their understanding of the material. 820f students surveyed said it made them better prepared for tests.

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