

## The End Of Accounting And The Path Forward For Investors And Managers Wiley Finance

This book is a self-study guide written for someone who wishes to teach themselves basic financial accounting. It is based on a course by the same author that has been successfully completed by thousands of students worldwide. It explains concepts in simple language with illustrative examples, provides review questions and quizzes after each chapter and section, and contains two full-length practice exams at the end of the book. This book compares and contrasts US GAAP and IFRS for every topic covered in the book.

This exciting book is one of the first textbooks in this fast growing field. Contributed to, and edited by an impressive array of internationally renowned authorities, it draws on real life examples and case studies.

The University of North Georgia Press and Affordable Learning Georgia bring you Principles of Financial Accounting. Well-written and straightforward, Principles of Financial Accounting is a needed contribution to open source pedagogy in the business education world. Written in order to directly meet the needs of her students, this textbook developed from Dr. Christine Jonick's years of teaching and commitment to effective pedagogy. Features: Peer reviewed by academic professionals and tested by students Over 100 charts and graphs Instructional exercises appearing both in-text and for Excel Resources for student professional development

Outlines a program for achieving wealth through long-term investing that focuses on successfully identifying great companies at an early point while holding and selling for best results, in a guide that shares numerous case examples. Reprint. 35,000 first printing.

This text is intended for a first course in introductory financial accounting. It was updated to reflect current International Financial Reporting Standards (IFRS). For example, it reflects the recent change in IAS38, para. 98, allowing the use of multiple methods in amortizing intangible assets. It focuses on core Introductory Financial Accounting topics that match pre-requisite requirements for students advancing to Intermediate Financial Accounting. Excluded are advanced topics that are covered in Intermediate Financial Accounting, such as leases and bond amortization. The text takes a corporate approach (vs. beginning with a sole proprietorship emphasis and then converting to a corporate approach); this consistency throughout the book reduces confusion for the introductory student. The book covers all essential topics: the accounting cycle, merchandising, assigning costs to inventory, cash and receivables, property, plant and equipment, debt financing, equity financing, statement of cash flows, financial statement analysis, and proprietorships and partnerships. Additionally, this version of the open text is supported by Lyryx Learning, offering at an affordable price editorial services to develop and adapt the content, formative online assessment, course supplements, and daily support to both the students and instructors.

The publication of the King James version of the Bible, translated between 1603 and 1611, coincided with an extraordinary flowering of English literature and is universally acknowledged as the greatest influence on English-language literature in history. Now, world-class literary writers introduce the book of the King James Bible in a series of beautifully designed, small-format volumes. The introducers' passionate, provocative, and personal engagements with the spirituality and the language of the text make the Bible come alive as a stunning work of literature and remind us of its overwhelming contemporary relevance.

Closing the Books gives you a complete understanding of how information is summarized into the financial statements, as well as the closing steps needed to create financial statements. It shows how to fine-tune the closing process to achieve a shorter close, and describes the variety of financial statement formats that are available. It even addresses financial statement disclosures, the soft close, public company reporting, and the controls and record keeping needed for the closing process.

This finance and accounting book is set apart from others in that it discusses all the basic aspects of finance and accounting in one single textbook, including the discussion of: Financial Management, Management Accounting, and Financial Accounting. Typically, these three subjects are treated separately as individual topics. They are closely related, however, since they all deal with the many financial issues facing business organizations. All topics are discussed at an introductory level, which makes this book very useful for introductory courses on finance and accounting. The book will be of interest to students preparing for a more in-depth study of the topics later in their curriculum, as well as for those who need a basic, yet comprehensive, introduction to the subject. The book's intended audience is students following bachelor programs of business science, however it may also be suitable for master program students, especially for those students whose focus is more on practical relevance than on academic theory.

An innovative new valuation framework with truly useful economic indicators The End of Accounting and the Path Forward for Investors and Managers shows how the ubiquitous financial reports have become useless in capital market decisions and lays out an actionable alternative. Based on a comprehensive, large-sample empirical analysis, this book reports financial documents' continuous deterioration in relevance to investors' decisions. An enlightening discussion details the reasons why accounting is losing relevance in today's market, backed by numerous examples with real-world impact. Beyond simply identifying the problem, this report offers a solution-the Value Creation Report-and demonstrates its utility in key industries. New indicators focus on strategy and execution to identify and evaluate a company's true value-creating resources for a more up-to-date approach to critical investment decision-making. While entire industries have come to rely on financial reports for vital information, these documents are flawed and insufficient when it comes to the way investors and lenders work in the current economic climate. This book demonstrates an alternative, giving you a new framework for more informed decision making. -Discover a new, comprehensive system of economic indicators -Focus on strategic, value-creating resources in company valuation -Learn how traditional financial documents are quickly losing their utility -Find a path forward with actionable, up-to-date information Major corporate decisions, such as restructuring and M&A, are predicated on financial indicators of profitability and assetabilities values. These documents move mountains, so what happens if they're based on faulty indicators that fail to show the true value of the company' The End of Accounting and the Path Forward for Investors and Managers shows you the reality and offers a new blueprint for more accurate valuation.

Accounting Principles and Practice describes the principles and conventions which provide the structure of Accounting practice. Many of the questions are taken from the past examinations of the Royal Society of Arts, the Association of Certified and Corporate Accountants, the Society of Incorporated Accountants, and the Institute of Chartered Accountants. This book is divided into 19 chapters and begins with a brief introduction to the double entry system of accounting. Considerable chapters are devoted to the Accounting techniques concerning the management of different types of accounts, receipts, payments, and expenditures. Other chapters examine the validity of the principles involved and of the limitations of the conventions. This text is based upon the conviction that the oft-quoted distinction

between theory and practice is disastrously misleading. It demonstrates that good theory and good practice are inseparable. This book will prove useful to accountants and accounting students.

Gain a deeper understanding of Asian financial reporting and how to detect irregularities The Asian region, and particularly China, is becoming a hotbed of investment activity. There have been quite a few accounting scandals in Asia in the recent years – now rivaling those we have seen in the Americas and Europe. Assessing potential or active overseas investments requires reliance on financial statements, the full parameters of which may vary from region to region. To effectively analyze statements, it is necessary to first understand the framework underlying these financial statements and then lay out a protocol for detecting irregularities. It's impossible to create and implement a practical plan without a deeper knowledge of the various factors at play. Asian Statement Analysis: Detecting Financial Irregularities provides a framework for analysis that makes irregularities stand out. Authors Chin Hwee Tan and Thomas R. Robinson discuss international financial reporting standards, including characteristics particular to the Asian region. Tan and Robinson's combined background in academia and Asian finance give them a multi-modal perspective and position them as top authorities on the topic. In the book, they address issues such as: Detection of irregularities independent of particular accounting rules The most common irregularities in the Asian market Similarities and differences between U.S. and Asian accounting techniques An overarching framework for irregularity detection The book uses real-world examples to illustrate the concepts presented, with the focus on Asian companies. As the first ever in-depth study on manipulation and irregularities in the Asian market, Asian Financial Statement Analysis: Detecting Financial Irregularities is uniquely positioned to be a valuable resource in the move toward the next phase of global reporting standards.

Get where you need to be with CORNERSTONES OF FINANCIAL ACCOUNTING. Cornerstones delivers a truly unique learning system that is integrated through the entire introductory managerial accounting journey — ensuring students will leave the course with the knowledge they need to be future business leaders. Students are guided through: Building A Strong Foundation: Students need to build a strong foundation of the fundamentals before they can move forward in this course. The unique Cornerstones approach gets them through the fundamentals FASTER so that they can transition to analyzing and applying concepts. Understanding Relationships: Rather than focusing on concepts in isolation, students should understand accounting as a system and recognize how the end result changes based on how the numbers affect each other. CORNERSTONES aids students in this step as an important part in training them to be good decision makers. Making Decisions: Armed with the knowledge they have gained from working through the other aspects of the Cornerstones approach, students are now given the tools to bring their knowledge full-circle and practice making good business decisions. Students love this approach because it presents materials the way they learn. Instructors love it because it gets students to master the foundations more quickly and allows more time to learn and apply the analysis and decision making of accounting. Get There with Cornerstones! Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Gain a solid foundation in accounting to ensure you are prepared for future business courses and the real world with Warren/Reeve/Duchac's market-leading ACCOUNTING, 27E. This edition helps you connect concepts to the bigger picture with features such as the new chapter opening schema that allows you to see how each chapter's specific content fits within the overall framework of the book. A focus on why accounting is important to business and a prosperous society is reinforced throughout with Business Connection features that illustrate how the concept is used in the real world. In addition, the Warren/Reeve/Duchac hallmark accounting cycle coverage provides unmatched foundation so you are prepared to succeed in later chapters. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Develop a strong foundation in accounting that prepares you for future study and success in today's business world with Warren/Jonick/Schneider's leading ACCOUNTING, 28E and CengageNOWv2 digital resources. This edition connects accounting concepts to the "bigger picture" as chapter-opening schemas clearly demonstrate how each chapter's content fits within the overall framework of the book. The CengageNOWv2's Journal Entry Tool reinforces this approach by automatically illustrating the impact of transactions on the accounting equation. This book's hallmark presentation of the accounting cycle provides an unmatched foundation for understanding later chapters and future coursework. The authors have carefully streamlined content and improved learning features to ensure you have the understanding of today's accounting and specific tools you need to succeed.

An innovative new valuation framework with truly useful economic indicators The End of Accounting and the Path Forward for Investors and Managers shows how the ubiquitous financial reports have become useless in capital market decisions and lays out an actionable alternative. Based on a comprehensive, large-sample empirical analysis, this book reports financial documents' continuous deterioration in relevance to investors' decisions. An enlightening discussion details the reasons why accounting is losing relevance in today's market, backed by numerous examples with real-world impact. Beyond simply identifying the problem, this report offers a solution—the Value Creation Report—and demonstrates its utility in key industries. New indicators focus on strategy and execution to identify and evaluate a company's true value-creating resources for a more up-to-date approach to critical investment decision-making. While entire industries have come to rely on financial reports for vital information, these documents are flawed and insufficient when it comes to the way investors and lenders work in the current economic climate. This book demonstrates an alternative, giving you a new framework for more informed decision making. Discover a new, comprehensive system of economic indicators Focus on strategic, value-creating resources in company valuation Learn how traditional financial documents are quickly losing their utility Find a path forward with actionable, up-to-date information Major corporate decisions, such as restructuring and M&A, are predicated on financial indicators of profitability and asset/liabilities values. These documents move mountains, so what happens if they're based on faulty indicators that fail to show the true value of the company? The End of Accounting and the Path Forward for Investors and Managers shows you the reality and offers a new blueprint for more accurate valuation.

Discover a new, graphical way to conquer accounting. HOW THIS BOOK IS DIFFERENT AND DELIVERS RESULTS The Joy of Accounting uses a revolutionary method of teaching that universities and businesses are raving about. "...has the advantage of showing how accounting works visually. ...I believe that it is of value to anyone who is interested in understanding how accounting works (from high school students to undergrads to MBAs to business executives)." - Paul Healy, James R. Williston Professor of Business Administration, Harvard Business School The Joy of Accounting is different. It uses a diagram that shows accounting on a single page. The game-changing Color Accounting BaSIS Framework makes learning as simple as pointing a finger. The book is easy to read and fun, yet deeply rigorous. IS IT REALLY REVOLUTIONARY? Yes, the

Color Accounting BaSIS Framework(TM) does for accounting what the mouse did for computers. When Apple introduced the Macintosh computer everyone could suddenly use one. The Joy of Accounting system makes accounting literacy available to anyone. INCLUDES - An idiot-proof step-by-step sequence to follow - Over 150 full-color diagrams - Working capital, cash flow, liquidity, leverage, efficiency metrics, receivables management and depreciation. BENEFITS OF THIS APPROACH - Confidently read balance sheets and income statements - Take control of your profitability, cash flow and growth - Budget effectively - Revisit previous accounting studies for deeper understanding WHO IS THIS BOOK FOR? - Managers wanting to take control of their business - High school, home school and university students - School teachers and university lecturers looking for new ways of explaining - Sales people wanting to pitch more successfully by using financial drivers

Essentials of Forensic Accounting Essentials of Forensic Accounting is an authoritative resource covering a comprehensive range of forensic accounting topics. As a foundation review, a reference book, or as preparation for the Certification in Financial Forensics (CFF®) Exam, this publication will provide thoughtful and insightful examination of the key themes in this field, including: Professional responsibilities and practice management Fundamental forensic knowledge including laws, courts, and dispute resolution Specialized forensic knowledge such as bankruptcy, insolvency, reorganization, and valuation Through illustrative examples, cases, and explanations, this book makes abstract concepts come to life to help you understand and successfully navigate this complex area.

Final Accounting exposes the slow deterioration of values that led not only to Enron but also to the earlier financial scandals of other Andersen clients, including Sunbeam and Waste Management, and illustrates the practices that paved the way for the accounting fiascos at WorldCom and other major companies."

Accurately understand and implement the latest IFRS updates Wiley IFRS 2016 is your one-stop resource for understanding and implementing the current International Financial Reporting Standards as dictated by the International Accounting Standards Board (IASB). Fully updated to cover the latest standards and IFRIC interpretations, this book provides clear and concise explanation alongside practical implementation guidance. The information is organized by topic for ease of navigation, making it ideal for both quick reference and in-depth study, with general statement guidance followed by topic-specific discussion. The Disclosure Checklist helps you ensure full compliance at a glance, and advice for first-time adopters helps smooth the initial implementation process. The goal of the International Accounting Standards Board is to achieve global convergence of accounting standards, which will lead to uniformity in financial reporting around the world. Annual updates to the IFRS are a part of these efforts, so staying up to date is an essential part of compliance. This informative guide is your ideal reference, with the latest 2016 updates and practical advice. Understand the framework that unifies the IFRS Interpret and apply the standards correctly Verify compliance and completeness Get expert guidance on implementing the new and updated standard More and more countries around the globe are either adopting IFRS as their national standards, or adapting existing local standards to more closely align with those set by the IASB. Uniform reporting reduces the cost of financial statement preparation for multinational companies, and facilitates the jobs of investment analysts, investors, and others in assessing business results. Wiley IFRS 2016 gives you the explanation, interpretation, and practical guidance you need to ensure full compliance.

Mastering Financial Accounting Essentials is a text for people who need to use accounting information in their everyday jobs. They need to be able to understand the language and the law in order to talk to accountants and clients in an intellectual manner. Part One of the book uses an extended scenario to present the basics of financial accounting. McCrary creates a new business from scratch. By the end of the scenario (and the end of Part 1), readers will have reinvented double-entry book keeping. Along the way, readers can delve as deeply as they wish to learn more about inventory valuation methods (for example, LIFO verse FIFO) and the timing of erosion of the productive assets (for example, straight line depreciation verses double declining balance). As before, McCrary will emphasize a general understanding of the process and the reports. Part Two will use financial statements. Using the extended scenario above, McCrary shows how internal managers calculate ratios and trends to evaluate business efficiency. McCrary shows how bankers will review the statements to determine solvency.

Introduction to Sustainability for Engineers aims to incorporate sustainability into curricula for undergraduate engineering students. The book starts with an introduction to the concept of sustainability, outlining core principles for sustainable development to guide engineering practice and decision making, including key tools aimed at enabling, measuring and communicating sustainability. It also describes concepts as life cycle assessment, environmental economics, related institutional architecture and policy framework, business context of sustainability, and sustainable buildings and infrastructure. Appendices at the end of the book presents a summary of key concepts, strategies and tools introduced in the main text. Five Key Benefits: A comprehensive textbook for engineering students to develop competency in sustainability. Presents a framework for engineers to put sustainability into practice. Presents the link between sustainability and the design process. It shows the application of a sustainable engineering design process for putting sustainability into practice. There are well woven case studies and links to websites for learning in various engineering disciplines. Includes challenging exercises at the end of each chapter that will inspire students and stimulate discussion in the class.

Accounting for Value teaches investors and analysts how to handle accounting in evaluating equity investments. The book's novel approach shows that valuation and accounting are much the same: valuation is actually a matter of accounting for value. Laying aside many of the tools of modern finance the cost-of-capital, the CAPM, and discounted cash flow analysis Stephen Penman returns to the common-sense principles that have long guided fundamental investing: price is what you pay but value is what you get; the risk in investing is the risk of paying too much; anchor on what you know rather than speculation; and beware of paying too much for speculative growth. Penman puts these ideas in touch with the quantification supplied by

accounting, producing practical tools for the intelligent investor. Accounting for value provides protection from paying too much for a stock and clues the investor in to the likely return from buying growth. Strikingly, the analysis finesses the need to calculate a "cost-of-capital," which often frustrates the application of modern valuation techniques. Accounting for value recasts "value" versus "growth" investing and explains such curiosities as why earnings-to-price and book-to-price ratios predict stock returns. By the end of the book, Penman has the intelligent investor thinking like an intelligent accountant, better equipped to handle the bubbles and crashes of our time. For accounting regulators, Penman also prescribes a formula for intelligent accounting reform, engaging with such controversial issues as fair value accounting.

Using Marxist critique, this book explores manifestations of Artificial Intelligence (AI) in Higher Education and demonstrates how it contributes to the functioning and existence of the capitalist university. Challenging the idea that AI is a break from previous capitalist technologies, the book offers nuanced examination of the impacts of AI on the control and regulation of academic work and labour, on digital learning and remote teaching, and on the value of learning and knowledge. Applying a Marxist perspective, Preston argues that commodity fetishism, surveillance, and increasing productivity ushered in by the growth of AI, further alienates and exploits academic labour and commodifies learning and research. The text puts forward a solid theoretical framework and methodology for thinking about AI to inform critical and revolutionary pedagogies. Offering an impactful and timely analysis, this book provides a critical engagement and application of key Marxist concepts in the study of AI's role in Higher Education. It will be of interest to those working or researching in Higher Education.

Another extraordinary business fable from the New York Times bestselling author Patrick Lencioni Written in the same dynamic style as his previous bestsellers including The Five Dysfunctions of a Team, Lencioni illustrates the principles of inspiring client loyalty through a fascinating business fable. He explains the theory of vulnerability in depth and presents concrete steps for putting it to work in any organization. The story follows a small consulting firm, Lighthouse Partners, which often beats out big-name competitors for top clients. One such competitor buys out Lighthouse and learns important lessons about what it means to provide value to its clients. Offers a key resource for gaining competitive advantage in tough times Shows why the quality of vulnerability is so important in business Includes ideas for inspiring customer and client loyalty Written by the highly successful consultant and business writer Patrick Lencioni This new book in the popular Lencioni series shows what it takes to gain a real and lasting competitive edge.

The End of Accounting and the Path Forward for Investors and Managers John Wiley & Sons

An informative, easy-to-use guide to accounting fundamentals and concepts Everyone needs to budget money and manage costs, whether for groceries and everyday purchases, rent or mortgage, education, retirement, or even a business. Like it or not, accounting infuses most everything in life. From credits, debits, and basic bookkeeping to getting the most out of tax deductions and from reading or creating a business' financial statement to better understanding accounting lingo, The Handy Accounting Answer Book can help anyone acquire the skills to start or run a business, plan for retirement, set money aside for a big purchase, establish everyday budgets, and improve their money management. Find out about the concepts and assumptions behind the Generally Accepted Accounting Principles. Understand tax returns and maximize write-off. Manage retirement account statements and find ways to improve their results. Learn how to create a business plan. Learn about a business' financial ratios, cost of goods, depreciation, tax planning, recognizing revenue and expenses, financial audits, year-end closing the books, and other terms and rules. Maximize profits and improve personal or business bottom lines. Covering accounting fundamentals, concepts, and jargon, The Handy Accounting Answer Book is for everyone who wants to understand the language of money and business. It uses basic terms and simple examples to illustrate complex accounting topics and can help you make better decisions about your business or personal finances. This handy primer answers nearly 800 questions and offers fun facts covering the basics of accounting, including ... What is the earliest known form of accounting? What are the elements of financial statements? When is revenue recognized? What is accrual basis accounting? How does an accountant determine which asset account titles to use? What is goodwill? How many different types of financial statements are there? What is the basic accounting equation? How is operating income different from net income? How do you know if a company is doing well? What is the quick ratio? How is earnings per share evaluated? What is a journal entry? What is a purchase order? What is the fraud triangle? How is depreciation expense calculated and recorded? What is a franchise? What are the employer payroll taxes? What is indirect labor? How is a budget prepared? What is a revenue variance? What is contribution margin? What is the time value of money? What is one of the first things that must be done when starting a small business? What are some of the key components of a business plan? Can a business be successful if it doesn't make a profit? What is a CPA? What happened at Enron? For anyone planning for a business, retirement, college, or life in general, this informative book also includes a glossary of commonly used terms to cut through the jargon, a helpful bibliography, appendices providing examples of accountancy practices, and an extensive index, adding to its usefulness. It will help anyone's financial intelligence!

The Lean Accounting Guidebook reveals how to streamline the accounting department with over 150 improvement tips for billing, collections, cost accounting, fixed assets, payables, payroll, and more. The book describes how to use value stream mapping, flow charting, traffic analysis, and measurement systems to decide which changes to make, including discussions of how to maximize the value created by the various improvements.

"Fantastic Learning Tool...Don't let this book title fool you. It is not an oversimplification of accounting and financial principles. It is, however, a serious and very effective examination of a very small but progressively complex business. There are not many books available on the market that make a complex and dry subject understandable and even fun. This book successfully does just that." -Amazon Reviewer The Clearest Explanation Ever of the Key Accounting Basics The world of accounting can be intimidating. Whether you're a manager, business owner or aspiring entrepreneur, you've likely found yourself needing to know basic accounting...but baffled by complicated accounting books. What if learning accounting could be as simple and fun as running a child's lemonade stand? It can. The Accounting Game presents financial information in a format so simple and so unlike a common accounting textbook, you may forget you're learning key skills that will help you get ahead! Using the world of a child's lemonade stand to teach the basics of managing your finances, this book makes a dry subject fun and understandable. As you run your stand, you'll begin to understand and apply financial terms and concepts like assets, liabilities, earnings, inventory and notes payable, plus: --Interactive format gives you hands-on experience --Color-coded charts and worksheets help you remember key terms --Step-by-step process takes you from novice to expert with ease --Fun story format speeds retention of

essential concepts --Designed to apply what you learn to the real world The revolutionary approach of The Accounting Game takes the difficult subjects of accounting and business finance and makes them something you can easily learn, understand, remember and use! "The game approach makes the subject matter most understandable. I highly recommend it to anyone frightened by either numbers or accountants." -John Hernandis, Director of Corporate Communications, American Greetings

A guide to dealing with Wall Street in order to boost a company's earnings and stock price features advice for executives on such topics as addressing investors' concerns and maintaining credibility on Wall Street.

Learn the basics of practical accounting easily and painlessly with Accounting For Dummies, 4th Edition, which features new information on accounting methods and standards to keep you up to date. With this guide, you can avoid accounting fraud, minimize confusion, maximize profits, and make sense of accounting basics with this plain-English guide to your accountant's language. Understand how to manage inventory, report income and expenses for public or private companies, evaluate profit margins, analyze business strengths and weaknesses, and manage budgets for a better bottom line.

This textbook, originally by D. Annand and H. Dauderis, was intended for a first course in introductory financial accounting. It focuses on core introductory financial accounting topics that match pre-requisite requirements for students advancing to Intermediate Financial Accounting. A corporate approach is utilized versus beginning with a sole proprietorship emphasis and then converting to a corporate approach; this consistency throughout the book reduces confusion for the introductory student. This most recent revision by D. Marchand converted the text from IFRS to reflect the Generally Accepted Accounting Principles of the United States (U.S. GAAP).

Buy good companies. Don't overpay. Do nothing. Some people love to make successful investing seem more complicated than it really is. In this anthology of essays and letters written between 2010–20, leading fund manager Terry Smith delights in debunking the many myths of investing – and making the case for simply buying the best companies in the world. These are businesses that generate serious amounts of cash and know what to do with it. The result is a powerful compounding of returns that is almost impossible to beat. Even better, they aren't going anywhere. Most have survived the Great Depression and two world wars. With his trademark razor-sharp wit, Smith not only reveals what these high-quality companies really look like and where to find them (as well as how to discover impostors), but also: - why you should avoid companies that abuse the English language - how most share buybacks actually destroy value - what investors can learn from the Tour de France - why ETFs are much riskier than most realise - how ESG investors often end up with investments that are far from green or ethical - his ten golden rules for investment - and much, much more. Backed up by the analytical rigour that made his name with the cult classic, Accounting for Growth (1992), the result is a hugely enjoyable and eye-opening tour through some of the most important topics in the world of investing – as well as a treasure trove of practical insights on how to make your money work for you. No investor's bookshelf is complete without it.

The text and images in this book are in grayscale. A hardback color version is available. Search for ISBN 9781680922929. Principles of Accounting is designed to meet the scope and sequence requirements of a two-semester accounting course that covers the fundamentals of financial and managerial accounting. This book is specifically designed to appeal to both accounting and non-accounting majors, exposing students to the core concepts of accounting in familiar ways to build a strong foundation that can be applied across business fields. Each chapter opens with a relatable real-life scenario for today's college student. Thoughtfully designed examples are presented throughout each chapter, allowing students to build on emerging accounting knowledge. Concepts are further reinforced through applicable connections to more detailed business processes. Students are immersed in the "why" as well as the "how" aspects of accounting in order to reinforce concepts and promote comprehension over rote memorization.

"Teaches essential accounting terminology and techniques that serious stock investors need to know." -- Preface

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