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learning financial accounting can often feel like learning a foreign language to students in particular when terminology and procedure is piled on before core concepts are truly mastered introductory financial accounting for business is an innovative approach that emphasizes critical thinking over the rote memorization of terms such as debits and credits the sequential learning model employed by the authors helps students see the bottom line consequences of financial statements as it relates to the overall business better preparing them for careers as accountants entrepreneurs and decision makers the authors focus initially on conceptual underpinnings the reasons why we approach procedures the way we do rather than confusing students by front loading the material with over complicated details author chris edmonds has also created a highly popular and widely used series of video lectures which engage students by clearly and charismatically going over each learning objective in a conversational style these videos help reinforce important lessons and are always available for review by developing this stronger foundation students understand accounting ideas more broadly and are able to ultimately learn procedural applications more quickly and accurately with a straightforward writing style and highly engaging video lectures this dynamic author team leads students down a streamlined learning path focused on critical thinking clarity of concept and applicability of material to the real world

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as our eyes are drawn upward to the skyline of great cities it s important to remember that these impressive constructions are able to reach such heights only because their foundations are strong in much the same way being successful in the business world begins with fundamental courses like financial and managerial accounting it is only when students have a firm grasp of concepts like the accounting cycle and managerial decision making that they have a base on which to stand a strong foundation on which to grow in this edition as before the williams team has revised the text with a keen eye toward the principle of helping students establish the foundation they will need for future success in business however through new coverage of international financial reporting standards and a revised globalization chapter the williams book also introduces students to larger themes and evolving concerns this dual emphasis allows students to keep their eyes trained upward even as they become solidly grounded in accounting fundamentals

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this book clarifies several ambiguous arguments and claims in finance and the theory of the firm it also serves as a bridge between derivatives corporate finance and the theory of the firm in addition to mathematical derivations and theories the book also uses anecdotes and numerical examples to explain some unconventional concepts the main arguments of the book are 1 the ownership of the firm is not a valid concept and firms objectives are determined by entrepreneurs who can innovate to earn excess profits 2 the modigliani miller capital structure irrelevancy proposition is a restatement of the coase theorem and changes in the firm s debt equity ratio will not affect equity holders wealth welfare and equity holders preferences toward risk or variance are irrelevant 3 all firms resources are options and every asset is both a european call and a put option for any other asset and 4 that a first or residual claim between debt and equity is non existent while the first claim among fixed income assets can actually affect the market values of these assets

a fully revised guidebook on the basics of accounting updated to cover an increasingly complex financial arena in the wake of recent accounting scandals most managers now realize they need to know more about the inner workings of finance many however don t know where they will find the time the mcgraw hill 36 hour course in finance for non financial managers is designed to give readers a working mastery of all finance essentials in just 36 hours and has now been updated to help readers understand the substantial regulatory and practical changes that have taken place in the new world of business accounting this hands on workbook delivers its information in accessible and reader friendly style including self study questions and

case studies for each chapter information new to this edition includes key updates to generally accepted accounting principles gaap sections detailing what auditing is and what auditors do entirely new sections on pro forma financial statements stock options as an expense and more

make simple sense of complex financial information the high profile accounting scandals of recent years have made one thing clear you can t know too much about the company for which you work what are the numbers where do you find them how do they affect you and your staff this fully revised and updated third edition of the mcgraw hill 36 hour course finance for nonfinancial managers provides a firm grasp on what all the numbers really mean designed to let you learn at your own pace it walks you through the essential concepts of finance so you can ask intelligent questions and understand the answers vital statements and reports with sections on pro forma financial statements and expensing of stock options the auditing process what is measured how it s measured and how you can help ensure accuracy and completeness with chapter ending quizzes and an online final exam the mcgraw hill 36 hour course finance for nonfinancial managers serves as a virtual professor providing the curriculum you need to crunch the numbers like a pro

this book identifies the three functions managers must perform within their organisations plan operations control activities and make decisions and explains what accounting information is necessary for these functions how to collect it and how to interpret it garrison s managerial accounting is known for its relevance accuracy and clarity it is also unique in that the authors write the most important supplements that accompany the book solutions manual test bank instructor s manual and study guide making them both of high quality and extremely consistent with the textbook

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