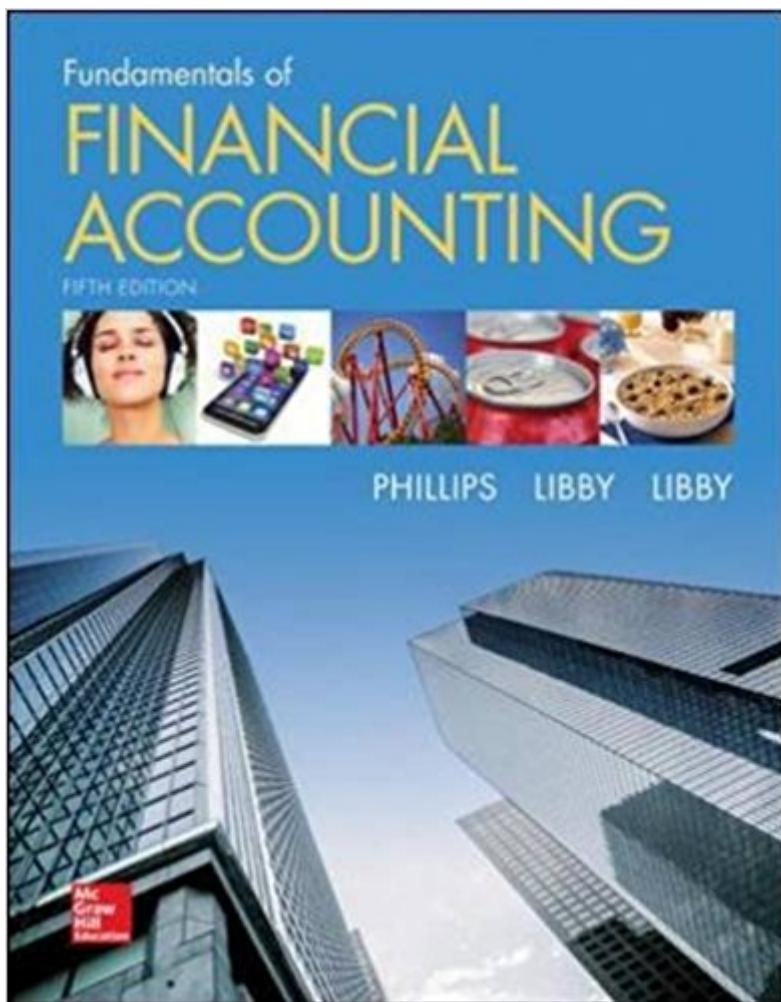


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Fundamentals Of Financial Accounting



Synopsis

Note: There is No Access Card with this ISBNFundamentals of Financial Accounting, presents an engaging, balanced, and appropriately paced analysis of the fundamentals of financial accounting. Its writing style makes it easy to read and understand, while the selection of real focus companies reinforces the relevance of accounting by introducing students to accounting and business activities in the context of their favorite companies. Balance between preparer and user orientations is achieved throughout the book, by studying both the accounting activities that take place inside the company, as well as evaluating their impact on decisions, and users outside the company. Topic coverage is paced appropriately for students new to accounting, and is thoroughly reinforced every step of the way with an ample variety of innovative pedagogical tools. Clearly understandable, relevant, and accessible, FFA is simply the most student-friendly financial book on the market and provides the tools for students to grasp financial accounting from the ground up.

Book Information

Hardcover: 752 pages

Publisher: McGraw-Hill Education; 5 edition (January 8, 2015)

Language: English

ISBN-10: 0078025915

ISBN-13: 978-0078025914

Product Dimensions: 9.1 x 1.2 x 10.9 inches

Shipping Weight: 3.7 pounds (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars 17 customer reviews

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time, he likes to play tennis, drink iced cappuccinos, and relax with his family.

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