

Mcgraw Hill Financial Accounting Libby 8th Edition

Fundamentals of Financial Accounting combines an engaging writing style, entrepreneurial focus, and data-driven pedagogy in a balanced approach to Financial Accounting. Its extended coverage of the Accounting Cycle is proven to yield better short- and long-term results for students by building steadily their confidence and understanding instead of hastily rushing through challenging concepts. To better help students grasp both the practical and conceptual side of Accounting, Phillips has created the most extensive database of high-quality video assets available in the market. Located within the Connect platform, these include: Concept Overview Videos – Focusing on core concepts tied to individual learning objectives, this animated and narrated content includes checkpoint questions that allow instructors to grade for accuracy, not just completion. Spotlight Videos – Newsmagazine-style videos providing an overview of business decisions, ethics, and internal control issues that highlight real-world situations. Flash Topic Videos – An introduction to hot topics in the accounting industry to expose students to important trends that will impact their careers. In Action Videos – Tutorials that illustrate thought processes applicable to topics like analyzing transactions, adjusting accounts, and more. Guided Examples – Instructor-enabled hint videos that are built into certain end-of-chapter content to help students work through exercises by seeing similar problems. Each chapter features real companies whose products and services are relevant to students, while the Accounting Cycle chapters follow the same start-up company to better illustrate how entrepreneurs employ financial data throughout their company's growth. Between the conversational tone, clear and concise presentations, and everyday examples, Fundamentals of Financial Accounting improves the student experience while maintaining the needed rigor to deliver successful results.

Libby/Libby/Hodge wrote this text based on their belief that the subject of financial accounting is inherently interesting, but financial accounting textbooks are often not. They believe most financial accounting textbooks fail to demonstrate that accounting is an exciting field of study and one that is important to future careers in business. When writing this text, they considered career relevance as their guide when selecting material, and the need to engage the student as their guide to style, pedagogy, and design. Libby/Libby/Hodge successfully implements a real-world, single focus company approach in every chapter. Students and instructors have responded very favorably to the use of focus companies and the real-world financial statements. The companies chosen are engaging and the decision-making focus shows the relevance of financial accounting regardless of whether or not the student has chosen to major in accounting. Libby/Libby/Hodge believes in the building-block approach to teaching transaction analysis. Most faculty agree that mastery of the accounting cycle is critical to success in financial accounting. And yet all other financial books introduce and develop transaction analysis in one chapter, bombarding a student early in the course with an overload of new concepts and terms. The authors believe that most faculty take more time with the accounting cycle, but other financial accounting textbooks don't. By slowing down the introduction of transactions and giving students time to practice and gain mastery, this building-block approach leads to greater student success in their study of later topics in financial accounting such as adjusting entries.

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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This helpful supplement augments each chapter and appendix with reviews of the learning objectives, outlines of the chapters, summaries of chapter materials, and additional problems with solutions.

Financial Accounting Financial Accounting Irwin/McGraw-Hill

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Fundamentals 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. Phillips Your Personal Coach in Financial Accounting. Having a great personal coach means having the ongoing support, direction, and motivation necessary to ensure success. The Second Canadian edition of Fundamentals of Financial Accounting is your student's personal coach. It provides them with the tools needed to make sense of business activities, and to help them prepare and interpret financial information in an accurate and relevant way. Phillips provides an engaging, balanced, and appropriately paced analysis of the fundamentals of financial accounting. Its conversational 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 favourite companies. Balance between preparer and user orientations is achieved throughout the text, by studying both the accounting activities that take place inside the company, as well as evaluating the impact of accounting activities on decisions made by users of the financial statements. 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, Fundamentals of Financial Accounting is simply the most student-friendly financial accounting book on the market and provides the tools for students to grasp financial accounting from the ground up. This product can be packaged with the text, or can be purchased online via the text's Online Learning Center. Go to the web site, select the MH Homework Manager link at left, then click on the Homework Manager logo image at the site. Specific instructions for purchasing a registration code will be found at this site.

David Spiceland, Wayne Thomas and Don Herrmann have developed a unique text based on over 50 collective years of experience in the classroom. They've brought together best practices like highlighting Common Mistakes, offering frequent Let's Review exercises, integrating the course with a running Continuing Problem, demonstrating the relevance of the course to non-majors with a Career Corner, and communicating it all in a student-friendly Conversational Writing Style. The new 2nd edition of Financial Accounting, Spiceland, Thomas, Herrmann, has been developed with feedback from over 330 reviewers and focus group participants from across the country. The following list of changes and improvements is a testament to the many hours that reviewers spent analyzing the 1st edition, helping make Financial Accounting, 2nd edition, the best book of its kind.

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