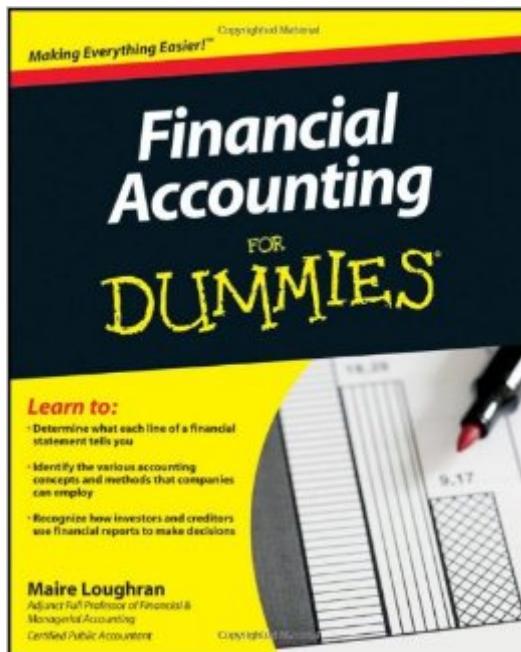


The book was found

Financial Accounting For Dummies



Synopsis

Your plain-English guide to navigating a financial accounting course Despite the economic landscape and job market, demand for accountants remains strong, and accountants will continue to see high demand for their services as the economy rebounds and businesses grow. Additionally, one of the effects of the economic downturn is a greater emphasis on accountability, transparency, and controls in financial reporting. With easy-to-understand explanations and real-life examples, Financial Accounting For Dummies provides students who are studying business, finance, and accounting with the basic concepts, terminology, and methods to interpret, analyze, and evaluate actual corporate financial statements. Covers traditional introductory financial accounting course material Explores concepts accountants and other business professionals use to prepare reports Details mergers and acquisitions purchase and pooling, free cash flow, and financial statement analysis Whether you're a student on your way to earning a bachelor's degree, MBA, or MAcc, Financial Accounting For Dummies gives you a wealth of information to grasp the subject and ace the course.

Book Information

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Customer Reviews

Recommended to those entering - or considering - the field of accounting. It gets a bit too technical for the novice who wants to understand financial statements. While I usually review CDs and DVDs as well as entertainment related books here on , in my major occupation, I am a CPA with over 35 years of work in the nonprofit field. I also sit as Treasurer on a Nonprofit so I feel qualified to provide an accurate review of this book. This is one in the series of "For Dummies" books now published by Wiley. The "Dummies" series goes back to 1991 when Dan Gookin wrote "DOS for Dummies". To

date over 1600 (!) "Dummies" titles have been published. The topics range from the sublime to the ridiculous. All the titles share the format in common. Chapters begin with a related cartoon; There are "remember" and "tip" icons and all seem to run about 300 pages. In a series this large, some are too simple and some too complicated. In reading through this volume - a first edition, published in 2011 - I can only think that the target of this book is the high school student who is thinking about entering the field of accounting and pursuing it in college. Years ago I was one of those high school students and a book like this may have been helpful to me in deciding if that was a career I wanted. It also tries to explain - in plain English - the various governing boards and rules such as: Sarbanes-Oxley and ACBOA. The author explains each of this in just two sentences. Later chapters discuss journal entries and financial statements.

It is hard to understand business and executive decisions if you do not speak the language of finance accounting. Without an understanding of finance, good people are left in the dark as unfortunately companies keep score via the balance sheet and income statement more than customer satisfaction and personal innovation. MBAs and others have to wade through financial accounting texts as they have the time and focus to work through the blur of terms and assumptions. Pick up this book and you will not only understand how financial accounting works, but also how it influences business decisions. The 'dummies' genre is always a misnomer as people who seek out these books are not dummies - it takes a smart person to know that they need to learn. I learned the hard way with a four and a half inch book on Financial Accounting. I could have learned more, faster and understood it if this book was around 20 years ago. Recommended for anyone who wants to understand what accounting is, the language it uses, the rules behind it and finally how it shapes and influences business decisions. Every person needs this basic knowledge to understand what is really going on and why companies do some things that do not seem to make sense.

Strengths

The book is written from the perspective of someone who needs to understand financial accounting rather than someone who needs to create/maintain financial accounts. The writing is clear, understandable and builds on itself, starting with a few accounting terms and incorporating new ones as the reader builds familiarity with the subject area. The chapters are short and focused, explaining the concept first and then illustrating it via a financial statement, so you know what you are reading.

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