

<<Financial Accounting>>

图书基本信息

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内容概要

While many texts characterize themselves as having either a “ user ” approach or a “ preparer ” approach, Williams ’ Financial Accounting is written for faculty who want to strike a balance between these approaches. Business majors will find relevance in the “ Ethics, Fraud & Corporate Governance, ” “ Your Turn ” and “ Case in Point ” boxes throughout the chapters while accounting majors will receive a firm grounding in accounting basics that will prepare them for their intermediate course. A unique feature is the multimedia companion, My Mentor. This text-specific technology resource (available free on the book ’ s website) uses video clips, animated graphics, PowerPoints and Excel templates to demonstrate accounting concepts visually. This allows students to link concepts and numbers together in an interactive rather than print environment.

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