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accounting an introduction by atrill provides a clear and approachable introduction to accounting and finance for those seeking to understand the main concepts and their practical application to good decision making

this first new zealand edition of accounting an introduction provides a solid introduction to financial and management accounting and finance for those needing to acquire an understanding of key concepts and their practical application in decision making the emphasis is on the application and interpretation of information for decision making and on the underlying concepts rather than on the collection of data and the preparation of statements and reports aimed primarily at students who are studying accounting and finance as part of a university degree or mba course this text is designed specifically for the new zealand market the text incorporates new zealand legislation and new zealand equivalents to international accounting standards and contains numerous real world new zealand specific examples the warehouse group limited s 2009 annual report is referred to frequently throughout the text

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from the well established author team of eddie mclaney and peter atrill this text aims to offer non specialist students a balanced introduction to financial and management accounting

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accounting and finance for non specialists ninth edition peter atrill eddie mclaney attractive compact and informative book chris grover university of winchester written in a fluent and readable style and supplemented by numerous real world examples accounting and finance for non specialists is pretty unique in the field navjot sandhu birmingham city university this market leading text offers an accessible effective introduction to key accounting and finance topics with a focus on decision making accounting and finance for non specialists also teaches you how to apply your learning to real world business scenarios the 9th edition retains the popular real world examples progress checks activities and exercises and updates the coverage using an informal and engaging narrative key features up to date coverage including the latest ifrss accessible step by step approach helps you master the subject one step at a time new real world examples provide opportunities to apply and develop techniques new progress checks activities and exercises reinforce learning focus on decision making prepares you for careers in business peter atrill is a freelance academic and author working with leading institutions in the uk europe and se asia he was previously head of accounting and law and head of business and management at the plymouth university business school eddie mclaney is visiting fellow in accounting and finance at plymouth university

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essay from the year 2016 in the subject business economics business management corporate governance grade 97 00 university of maryland university college at adelphi business finance course financial decision making for managers language english abstract this report's findings show that companies use the net present value internal rate of return profitability index discounted payback period and payback period when conducting project evaluation however many users tend to prefer payback period internal rate of return and net present value to assess the viability of a proposed project nonetheless net present value was seen to be the most popular tool and as a result theoretically correct net present value is widely used because it is accurate in considering the time value of money net present value also adjust for several risk factors payback period is used because of the ease of calculation and comprehension this research recommends the use of net present value for project evaluation as literature vouches for it as the best tools

essay from the year 2007 in the subject tourism miscellaneous grade 2 bournemouth university bournemouth university course international tourism management top up language english abstract a corporate chief executive encompasses the final responsibility for a successful company development he sets the objectives for the business and specifies strategies

for their achievement lines 1978 3 further key tasks are listed in appendix a in this unique role he is also responsible for the funding of the business lines 1978 since 1st december 2007 andrew harrison is the chief executive of easyjet easyjet plc 2007 he defines the organisational structure to lead staff towards defined goals mullins 1999 easy jets organisation structure is a flat management structure a comparison of flat and tall management structures is given in appendix b being under the pressure of different interest groups the question arises which interest should be given priority easy jet postulates creating real wealth for all stakeholders bournemouth university 2004 22 this assignment demonstrates the theory and understanding of the five objectives discussing their importance and priorities a link is given to easyjet plc wealth in this context means the market value of ordinary shares this value states the future potential return for a shareholder s investment in relation to the risk taken over a certain time period atrill 2000 5 they can benefit from the company in form of dividends and or through increases in the share value from the point of buying neale mcelroy 2004 shareholder will weigh the returns from each investment against the potential risk involved atrill 2000 7 banks are seen as safe but usually bring lower return on investment atrill 2007 the common opinion of authors is that shareholder wealth maximisation is the answer to the question raised in the introduction it is the driving force behind strategic and operational decisions atrill mclaney 2006 352 other objectives are seen as subordinate watson head 2007 8 neale mcelroy 2004 10 see it as a company s responsibility to maximising returns for shareholders as they are the owner moreover globalisation created competition for funds of shareholders therefore the focus has to be on their interests to reach their financial support atrill mclaney 2006 however this objective seems to follow only the interest of one stakeholder perhaps at the expense of the others mclaney 2004 18

this multipack consists of atrill amp mclaney financial accounting for non specialists 4th edition isbn 0273679627 and access to the atrill amp mclaney financial accounting for non specialists onekey online resources now in its fourth edition this successful text introduces the basic principles and underlying concepts of accounting and finance it adopts a practical non technical approach making it the ideal text for students from non accounting disciplines the text is written from a user perspective demonstrating ways in which accounting statements and financial information can be used to improve the quality of decision making

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