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this text is an introductory course in management accounting for those seeking an understanding of basic principles and underlying concepts without detailed technical knowledge it has a strong practical emphasis with plenty of examples taken from the real world as well as numerical examples with step by step explanations

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managerial accounting teaches business students how to use accounting to make better decisions and improve performance engaging case studies and the popular manager s point of view boxes illustrate how concepts are applied in real world business situations the latter add an extra dimension to your learning as they are written by experienced practitioners of both management and accounting with a minimum of technical language and a dedication to practical application this popular text gives a refreshingly clear guide to management accounting

a revision of financial accounting and reporting this text is suitable for an introductory financial accounting course at either the undergraduate or mba level the book assumes no prior financial accounting exposure on the part of the student the book does assume that the instructor is interested in positioning financial accounting as an important element in managing a business enterprise and in communicating that enterprise s performance to interested constituencies the text adopts a business context user orientation outlook as a central emphasis and places moderate emphasis on the procedural aspects of financial accounting at either the undergraduate or the mba level instructors have the flexibility to pitch their use of the text with some slight alterations to the basic emphases they can do this through their selection of end of chapter assignments these assignments provide an array of choices from the purely conceptual to the purely procedural and in between moreover instructors can go into more of the technical details of a topic if they choose by incorporating the chapter appendices an instructor s manual is available simply contact shirley grall mcgraw hill com for a copy

financial accounting for decision makers presents the key concepts of accounting without going into too much unnecessary technical detail the book is aimed as users of accounting information not preparers of accounts

this book shows readers how to understand the financial accounting

process and how to interpret and use the resulting information it explains why particular items appear in or are omitted from financial statements how items are valued in the financial statements and the usefulness of reported information in a decision making context readers learn to analyze rather than simply memorize

accounting for decision making and control provides students and managers with an understanding appreciation of the strengths and limitations of an organization s accounting system thereby allowing them to be more intelligent users of these systems the ninth edition demonstrates that managerial accounting is an integral part of the firm s organizational architecture not just an isolated set of computational topics managers in all organizations throughout their professional careers interact with their accounting systems as it is both a source of information for decision making and part of the organization s control mechanisms

this package includes a physical copy of financial accounting for decision makers 7e by atrill as well as access to the etext and myaccountinglab financial accounting for decision makers provides a comprehensive and accessible introduction to the subject focusing on the ways in which financial statements and information can be used to improve the quality of decision making by introducing topics gradually and explaining technical terminology in a clear friendly style the authors cater both for accounting students and for those studying entry level accounting within another field the practical emphasis throughout the book ensures that the material is always relevant whilst the accompanying myaccountinglab provides an even greater level of support for learners and instructors key features interactive open learning style ideal for self study encourages you to check your progress continually fully integrated coverage of international financial reporting standards ifrs numerous activities and exercises enable you to constantly test your understanding and reinforce learning updated chapter on corporate governance outlines the issues and potential problems inherent to the separation of ownership of a company from day to day control colourful and relevant examples from the real world including company reports and survey data demonstrate the practical application and value of concepts and techniques learnt key terms glossary and bulleted summaries providing excellent revision aids mylab and mastering from pearson improve results for students and educators used by over ten million students they effectively engage learners at every stage with a proven 45 increase in pass rates myaccountinglab has helped students make strides in learning for over 10 years myaccountinglab has immersive content and tools that are so engaging that one student called it a perfect combination between

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this book ties together selected contributions by george staubus to the early development of the decision usefulness theory of financial accounting the theory that has become generally accepted accounting theory in the last half of the twentieth century and is the basis for the fasb's conceptual framework

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