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there are few industries that have had a more profound impact on business and society over the last century than aviation this book is an accessible up to date introduction to the current state of the aviation industry which provides readers with the tools necessary to understand the volatile and often complicated nature of airline finance understanding finance is critical in any industry however the financial track record of the airline industry places even more importance on effective financial management foundations of airline

finance provides an introduction to the basics of finance including time value of money the valuation of assets and revenue management and the particular intricacies of airline finance where there can be wild fluctuations in both revenues and costs the third edition of this text has been extensively updated to reflect the many changes in the air transport industry that have taken place since the publication of the second edition and features an expanded chapter on aircraft leasing and many new international case examples this thorough introduction to aviation finance is valuable reading as a general introductory financial text or as reading in specialized airline finance classes

whitecotton managerial accounting 2e and connect present an integrated and proven solutions designed to help attain course goals of student readiness and motivation comprehension of content and application of key concepts whitecotton managerial accounting 2e addresses the reality of students taking the managerial accounting course the majority of them will not become accounting majors and accountants instead they will use accounting information in their professional lives to make business decisions therefore the greatest challenges instructors have are to engage these students in the managerial accounting course keep the students motivated throughout the course and teach them accounting in a way that connects conceptual understanding to the real world so students will be able to analyze and apply their managerial accounting knowledge successfully in careers as managers in the world of business whitecotton 2e will engage and motivate students by presenting accounting in the context of real recognizable companies like apple starbucks and california pizza kitchen then integrate those companies throughout the chapters this will allow students to see accounting information being used to make real business decisions in companies that are part of their lives helping them connect their learning to the real world mcgraw hill connect accounting plus provides a complete digital solution with a robust online learning and homework management system an integrated media rich ebook assignable end of chapter material algorithmic functionality and reporting capabilities contained within connect accounting is mcgraw hill s adaptive learning system learnsmart which is designed to help students learn faster study more efficiently and retain more knowledge for greater success in addition guided examples provide students with narrated and animated step by step walkthroughs of algorithmic versions of assigned exercises

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in audit effectiveness dr kamil omoteso examines how information technology is changing the landscape for the audit profession as it tools and techniques continue to be developed for auditors in the pursuit of quality efficiency and effectiveness in addition to shedding light on practical subjects such as audit automation continuous online auditing and computer auditing this book introduces some theory that helps explain the motivation for the use of new tools and techniques and assists understanding of their impact on the quality of audit judgment the book proposes a three layered model an integration of contingency socio technical systems and structuration theories for a comprehensive understanding of it s impact on audit the model advocates that the use of it in audits is a function of certain contingent factors that determine an optimal mix of human skills and technological capabilities which would lead to changes in the nature of auditors roles and outputs and audit organisations structures dr omoteso puts forward an audit automation maturity model that can help audit firms departments to understand their current level of it integration and how to systematically enhance their capabilities with a view to meeting modern it challenges taking them from the position of mere followers of technology to that of effective leaders of technology audit effectiveness is for anyone practising in auditing or accounting automation as well as for those with an academic or research interest in the challenges posed by technological advances for auditors in particular and for managers in general

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