



Financial Accounting

Robert Libby

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Libby/Libby/Short wrote this text based on their belief that the subject of financial accounting is inherently interesting, but financial accounting textbooks are often not. They believe most financial accounting textbooks fail to demonstrate that accounting is an exciting field of study and one that is important to future careers in business. When writing this text, they considered ***career relevance*** as their guide when selecting material, and the need to ***engage the student*** as their guide to style, pedagogy, and design.

Libby/Libby/Short successfully implements a real-world, single **focus company approach in every chapter**. Students and instructors have responded very favorably to the use of focus companies and the real-world financial statements. The companies chosen are engaging and the decision-making focus shows the relevance of financial accounting regardless of whether or not the student has chosen to major in accounting.

Libby/Libby/Short believes in the **building-block approach to teaching transaction analysis**. Most faculty agree that mastery of the accounting cycle is critical to success in financial accounting. And yet all other financial books introduce and develop transaction analysis in one chapter, bombarding a student early in the course with an overload of new concepts and terms. The authors believe that most faculty take more time with the accounting cycle, but other financial accounting textbooks don't. By slowing down the introduction of transactions and giving students time to practice and gain mastery, this building-block approach leads to greater student success in their study of later topics in financial accounting such as adjusting entries.

Financial Accounting Details

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Genre : Business, Finance, Accounting, Nonfiction, Textbooks, Academic, School, Economics, Reference

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From Reader Review Financial Accounting for online ebook

Michael Ellsworth says

textbook

Oliver says

This book is sucking my will to live!! Okay, now I'm finished, finally. Glad that's over!

Kim Sheibley says

Great paranormal mystery/thriller! Starts off a little slow, but gains speed quickly. Love the unlikely romance between the good girl and "bad" boy.

????? ?????? says

Hate.

Lauren Stark says

Great textbook!!

ChromaticRat says

2 stars deducted for copious proofreading errors in calculations, dates, and language that significantly hinder usefulness of this text.

Amy Sawyer says

For accounting, it was a pretty straightforward textbook.

Ahmee says

Helpful and straightforward. The Connect assignments were good.

Maureen says

This was a nailbiter all the way through. From General Journals to Income Statements and Balance Sheets - I didn't know what was going to happen next. In any case, good book to learn some accounting fundamentals for business and corporations.

Lauren says

Great for learning Accounting.

Vinh-Khoi Le says

A serviceable introduction to accounting, but not particularly engaging or stimulating.

Suzanne says

Great times at university.. xD

Vince says

[Textbook] I find Libby, Libby, and Short's text dynamic, thorough, and engaging.

The content draws from real-world cases, with every chapter centering on a brand-name company the student recognizes. Small details reveal the depth of thought invested in making the material as compelling as possible: such as using competing companies in the same industry to illustrate key ratio analysis points and choosing language that reminds the reader of the competition...reminding the reader of the market tension.

There must have been an editor reading for story - imagine that in an accounting textbook!

The page layout is interesting and useful with copious explanatory figures, charts, and excerpts along with helpful marginalia. Each chapter ends with a cornucopia of example problems to practice each key element.

While the subject is still dusty-old ACCOUNTING, this textbook opens vistas of accessibility I wouldn't have imagined.

Walt says

Not the most coherent text...but maybe its just accounting that isn't coherent.
