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7th Edition. 1260065952 · 9781260065954. By Robert Libby, Patricia Libby, Daniel G. Short, George Kanaan, Maureen Sterling. © 2020 | Published: March 5, 2020. Well-known for its distinctive company approach, Libby's Financial Accounting demonstrates how financial accounting makes a difference in the success of a firm.

McGraw Hill Canada | Financial Accounting
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Utilizing the first thirteen chapters of Wild's best-selling, Financial and Managerial Accounting text, Financial Accounting Fundamentals responds to the market's request for a low-cost, succinct book; a book that balances large and small businesses, and one that is contemporary, engaging, and accessible for today's students. Its innovation is reflected in its extensive use of small business examples, the integration of new technology learning tools, superior end-of-chapter material, and a highly engaging, pedagogical design.

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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 is the only financial accounting text to successfully implement 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.

Fundamentals of Financial Accounting responds by using carefully chosen focus companies that students recognize and engage with in their everyday lives. From tech start-ups to some of the world's most familiar trademark brands, each chapter opens with an engaging scenario or story using a familiar company. The same focus company, such as Walmart, Cedar Fair, American Eagle, National Beverage, Under Armour, or General Mills, is used throughout the entire chapter so that students can see how the concepts and calculations apply to a real-world company they are already familiar with--

Scott reveals vast amounts of financial accounting information drawn from recent research that has until now been hidden in academic journals. He provides a clear, easy-to-use framework for students to (1) place this information in a financial accounting context, (2) explain and analyze the information intuitively and (3) to reveal the information's relevance in understanding the practice of accounting.

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 is the only financial accounting text to successfully implement 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.

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