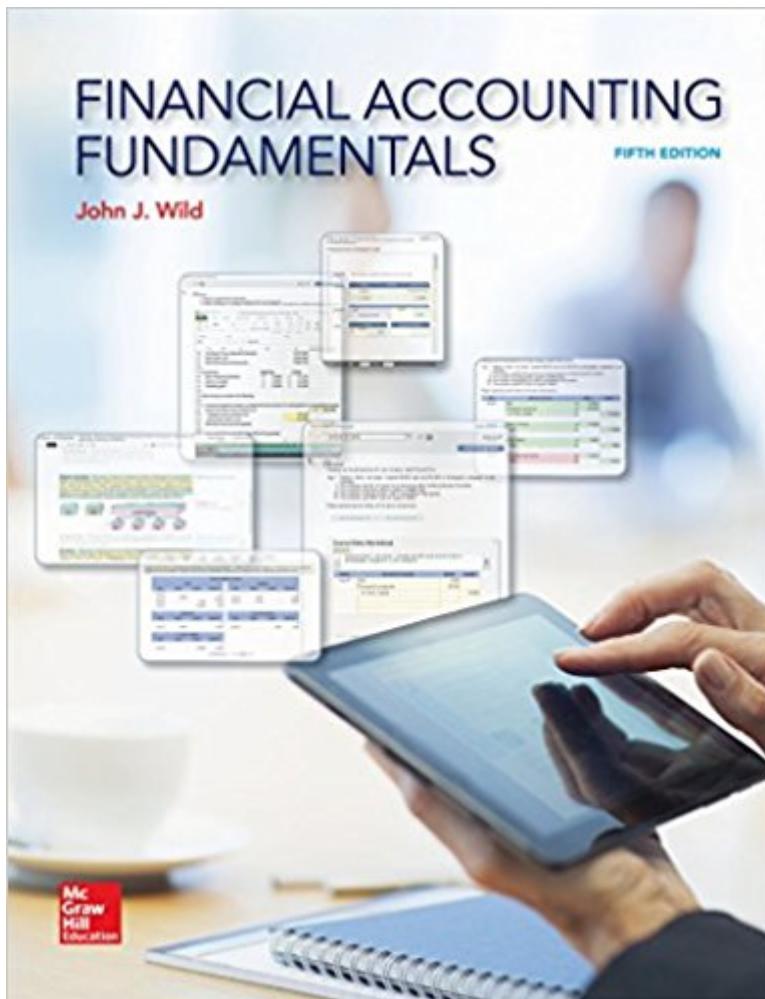


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# Financial Accounting Fundamentals



## **Synopsis**

NOTE: This is a standalone book. Enhancements in technology have changed how we live and learn. Working with learning resources across devices, whether smartphones, tablets, or laptop computers, empowers students to drive their own learning by putting increasingly intelligent technology into their hands. Whether the goal is to become an accountant, a businessperson, or simply an informed consumer of accounting information, Financial Accounting Fundamentals has helped generations of students succeed. Its leadingedge accounting content, paired with state-of-the-art technology, supports student learning and elevates understanding of key accounting principles. Below are the ISBNs associated with this product that do contain access codes: 0077633172 is the access card alone. 1259621731 is the book plus access card package. --This text refers to an alternate Paperback edition.

## **Book Information**

Paperback: 736 pages

Publisher: McGraw-Hill Education; 5 edition (January 15, 2015)

Language: English

ISBN-10: 0078025753

ISBN-13: 978-0078025754

Product Dimensions: 8.4 x 0.9 x 10.7 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 43 customer reviews

Best Sellers Rank: #18,625 in Books (See Top 100 in Books) #47 in Books > Business & Money > Accounting > Financial #97 in Books > Textbooks > Business & Finance > Accounting

## **Customer Reviews**

JOHN J. WILD is a distinguished professor of accounting at the University of Wisconsin at Madison. He previously held appointments at Michigan State University and the University of Manchester in England. He received his BBA, MS, and PhD from the University of Wisconsin. John teaches accounting courses at both the undergraduate and graduate levels. He has received numerous teaching honors, including the Mabel W. Chipman Excellence-in-Teaching Award and the departmental Excellence-in-Teaching Award, and he is a two-time recipient of the Teaching Excellence Award from business graduates at the University of Wisconsin. He also received the Beta Alpha Psi and Roland F. Salmonson Excellence-in-Teaching Award from Michigan State

University. John has received several research honors, is a past KPMG Peat Marwick National Fellow, and is a recipient of fellowships from the American Accounting Association and the Ernst and Young Foundation. John is an active member of the American Accounting Association and its sections. He has served on several committees of these organizations, including the Outstanding Accounting Educator Award, Wildman Award, National Program Advisory, Publications, and Research Committees. John is author of *Financial Accounting*, *Managerial Accounting*, and *College Accounting*, all published by McGraw-Hill Education. John's research articles on accounting and analysis appear in *The Accounting Review*; *Journal of Accounting Research*; *Journal of Accounting and Economics*; *Contemporary Accounting Research*; *Journal of Accounting, Auditing and Finance*; *Journal of Accounting and Public Policy*; and other journals. He is past associate editor of *Contemporary Accounting Research* and has served on several editorial boards including *The Accounting Review*. --This text refers to an alternate Paperback edition.

Had to buy it for a college course, it seems to break down the information a bit better than the lousy instructor, but then there are random questions that start out with 1+1 and the next step asks you to determine the square root of a Dorito viewed at a 37 degree angle while performing yoga on the back of a horse running at 78% the speed of light!

Hated it!!!!!!! Cost me more money than necessary. This book claims its new. However, a new book comes with a code for the online portion of this class. Do not advertise as New if it is incomplete. Or at the least specify without CODE! This has happened a few times, where not everything was disclosed. This persuades me to use EBAY more. Which after this incident, the last few online orders have been through EBAY.

Exactly what I need for my Financial Accounting Fundamentals course. The book came in such good condition, I almost thought it was new!

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If you are new to accounting this book is easy to understand and the lessons are basic and easy to follow.

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