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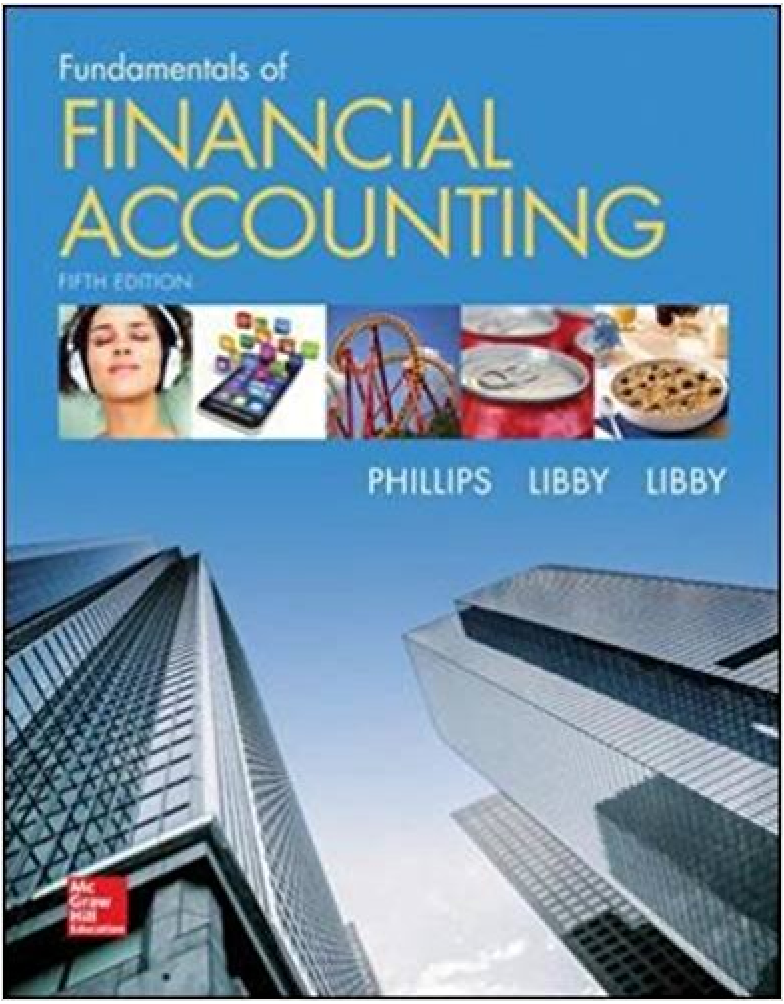
Fundamentals Of Financial Accounting



Synopsis

Note: There is No Access Card with this ISBNFundamentals of Financial Accounting, presents an engaging, balanced, and appropriately paced analysis of the fundamentals of financial accounting. Its writing style makes it easy to read and understand, while the selection of real focus companies reinforces the relevance of accounting by introducing students to accounting and business activities in the context of their favorite companies. Balance between preparer and user orientations is achieved throughout the book, by studying both the accounting activities that take place inside the company, as well as evaluating their impact on decisions, and users outside the company. Topic coverage is paced appropriately for students new to accounting, and is thoroughly reinforced every step of the way with an ample variety of innovative pedagogical tools. Clearly understandable, relevant, and accessible, FFA is simply the most student-friendly financial book on the market and provides the tools for students to grasp financial accounting from the ground up.

Book Information

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Customer Reviews

Patricia Libby is Chair of the Department of Accounting and Associate Professor of Accounting at Ithaca College, where she teaches the undergraduate financial accounting course. She previously taught graduate and undergraduate financial accounting at Eastern Michigan University and the University of Texas. Before entering academe, she was an auditor with Price Waterhouse (now PricewaterhouseCoopers) and a financial administrator at the University of Chicago. She received her B.S. from Pennsylvania State University, her M.B.A. from DePaul University, and her Ph.D. from the University of Michigan; she is also a CPA.Pat conducts research on using cases in the introductory course and other parts of the accounting curriculum. She has published articles in The

Accounting Review, Issues in Accounting Education, and The Michigan CPA. She has also conducted seminars nation-wide on active learning strategies, including cooperative learning methods.Robert Libby is the David A. Thomas Professor of Accounting and Accounting Area Coordinator at Cornell University, where he teaches the introductory financial accounting course. He previously taught at the University of Illinois, Pennsylvania State University, the University of Texas at Austin, the University of Chicago, and the University of Michigan. He received his BS from Pennsylvania State University and his MAS and PhD from the University of Illinois; he also successfully completed the CPA exam (Illinois).Bob was selected as the AAA Outstanding Educator in 2000 and received the AAA Outstanding Service Award in 2006 and the AAA Notable Contributions to the Literature Award in 1985 and 1996. He has received the Core Faculty Teaching Award multiple times at Cornell. Bob is a widely published author and researcher specializing in behavioral accounting. He has published numerous articles in The Accounting Review; Journal of Accounting Research; Accounting, Organizations, and Society; and other accounting journals. He has held a variety of offices including vice president, in the American Accounting Association, and he is a member of the American Institute of CPAs and the editorial boards of The Accounting Review and Accounting, Organizations, and Society.Fred Phillips is a professor and the George C. Baxter Scholar at the University of Saskatchewan, where he teaches introductory financial accounting. He also has taught introductory accounting at the University of Texas at Austin and the University of Manitoba. Fred has an undergraduate accounting degree, a CPA, CA (Canada), and a PhD from the University of Texas at Austin. He previously worked as an audit manager at KPMG.FredÃ¢â ¬â„¢s main career interest is accounting education. He has been recognized with more than 26 awards, as chosen by his students and peers. In 2006, Fred was awarded the title Master Teacher at the University of Saskatchewan. In 2011, he was admitted to the 3M National Teaching Fellowship, the highest honor for undergraduate teaching in Canada. In 2012, Fred received the L. S. Rosen Outstanding Educator Award, the American Accounting AssociationÃ¢â ¬â„¢s Innovation in Auditing and Assurance Education Award, and the American Accounting AssociationÃ¢â ¬â„¢s Award for Outstanding Research in Accounting Education. Most recently, he received the Edwards MPAcc Teaching Effectiveness Award and, for the third time in his career, the University of Saskatchewan Student Union's Teaching Excellence Award. His peer-reviewed publications include education-focused research and instructional cases in Issues in Accounting Education, as well as professional judgment studies in Journal of Accounting Research and Organizational Behavior and Human Decision Processes, among others. Fred is a current member of the Teaching, Curriculum, & Learning and Two-Year College sections of the American

Accounting Association. In his spare time, he likes to play tennis, drink iced cappuccinos, and relax with his family.

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