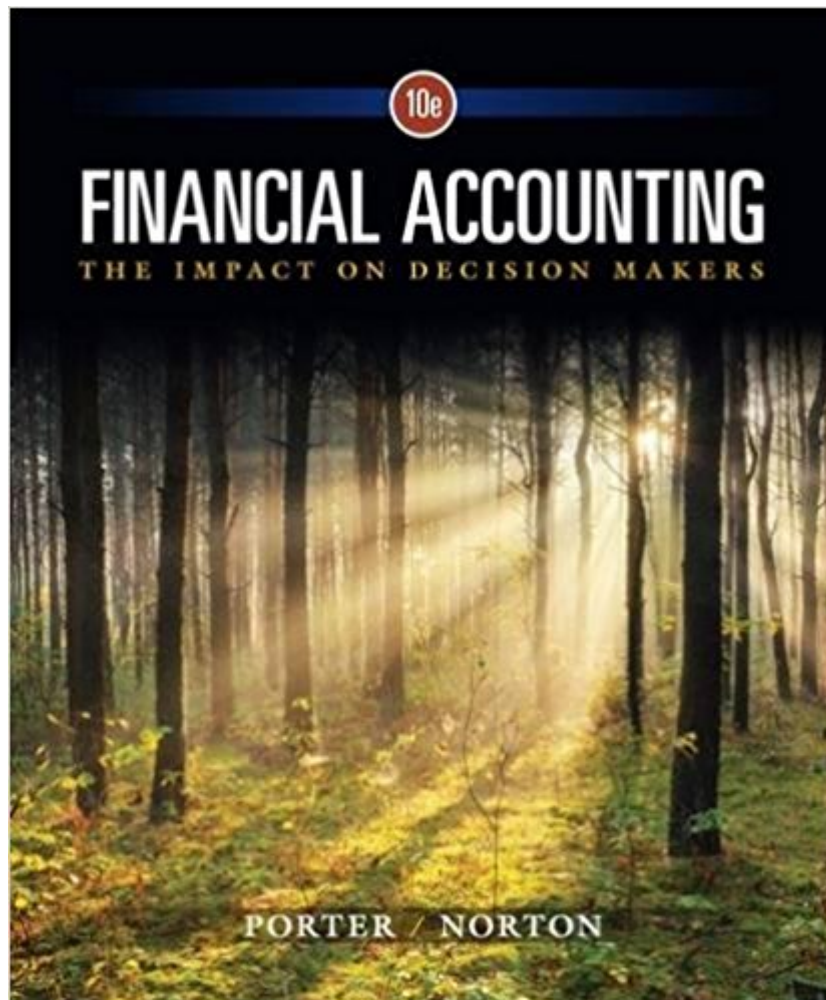




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# Financial Accounting: The Impact On Decision Makers



## Synopsis

FINANCIAL ACCOUNTING: THE IMPACT ON DECISION MAKERS 10E, now available as a bundle option with CengageNOWv2, makes it easy to demonstrate that accounting is a powerful tool for business decision-making by going beyond debits and credits and keeping students focused on the big picture. For example, journal entries in the text and CengageNOWv2 require students to demonstrate the balance sheet and income statement impact of transactions, helping students see how business events ultimately impact the financial statements. In addition to exposing students to annual reports of highly recognizable companies such as Nike, Porter's exclusive Ratio Decision-Model provides students with a framework for reading and interpreting financial statements to make decisions. The focus on financial statements and decision-making carries through to the end-of-chapter with a suite of case materials that have students reading and interpreting financial statements. In addition, this edition uses a new modular organization built for how today's students read and assimilate information. FINANCIAL ACCOUNTING 10E is available as a bundle option with CengageNOWv2, an online learning solution that better prepares students for the exam by providing an online homework experience that is similar to what students will experience on the exam and in the real-world.

## Book Information

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## Customer Reviews

"Having taught the course for many years (over 30) I think that the modular approach fits current student learning trends. Depending on how well the material is structured, it also gives the instructor more flexibility in material coverage." "Displaying homework, exercises, problems, reviews at the end

of the chapter is too far removed from the student's actual learning/retention experience. This has historically been publishers' preference. The modular concept, as presented, however brings learning, discovery, application, solution, and recall all together for the student's benefit."

Dr. Gary A. Porter earned his M.B.A. and Ph.D. degrees from the University of Colorado. Throughout his career, Dr. Porter has taught at several universities, including San Diego State; Loyola University Chicago; and the University of Montana. He has also served as a department chair. He is currently Distinguished Lecturer at Drake University. Widely published and the recipient of numerous teaching awards, Dr. Porter has conducted workshops on introductory accounting education and corporate financial reporting, has worked as a staff accountant with Deloitte & Touche, and has actively served the Illinois CPA Society, American Accounting Association, and Financial Executives International. Dr. Curtis L. Norton received his Ph.D. from Arizona State University and an M.B.A. from the University of South Dakota. He is currently Clinical Professor of Accounting at Arizona State University. As Professor of Accounting at Northern Illinois University for more than 30 years, Dr. Norton earned the University Excellence Teaching Award and has published in The Accounting Review, The Journal of Accounting Education, CPA Journal, and many other professional journals. A member of the American Accounting Association and Financial Executives International, he also consults and conducts training for private and governmental authorities, banks, and utilities.

My first accounting book, and it did not impress.1) The price of this book was just ridiculous, \$300? The content wasn't new compared to the 9th edition, with the exception of changing from analyzing clothing companies (underarm\*\* and columb\*\*) to fast food companies (pane\*\* and chipto\*\*). So thanks publisher for using "new" financial statements I could pull off the SCC myself.2) It does a terrible job of explaining the concepts, it's wordy and it doesn't have to be. Hard to read through and understand.3) It's got very unhelpful sections that go "this is what a CPA does", thanks, but no thanks. Do yourself a favor, buy the 9th edition, and download the financial statements in class when your professor wants to go over them.

A bit too technical for me.

What I was looking for.

Pretty good textbook as far as textbooks go. I wish there were solutions included in the textbook, perhaps for the odds or evens? I would have appreciated a solutions manual or something. Pages rip or mark easily. The worked examples are nice but only of medium help trying to solve the problems.

Accounting is the worst subject ever. Boring and dry. This book did a decent job explaining it, but it's hard to be good when the subject matter is so terrible.

Minor changes from previous edition. Too minor.

Okay book, used it for class. Would not actually advise reading it but the exercises are helpful. I cannot say whether this book is interesting to read but if you are using it for class, it's okay.

The book is exactly as described. I am completely satisfied with the purchase.

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