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important to business

and a prosperous
society. Warren/Reev
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clearly demonstrates

how accounting is

much more than

simply data and black

and white rules.

Instead, students see

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how accounting provides key information used to make critical business decisions. A new chapter schema provides context for how each chapter's content fits into the big picture. The book focuses on why accounting is important and consistently reinforces

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connections to the big picture by connecting journal entries to the accounting equation. Fresh organization progresses from the simplest to the more complex topics with reorganized and fully integrated coverage of the new Revenue Recognition standard, reorganized coverage of adjustments, and

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reorganized
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accessible for today's students. With content

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key concepts of
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**functionality, and
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access to course-
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with narrated and
animated, step-
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provides a balance

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that has a corporate
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presentation of
accounting

concepts, □ Concise

coverage to help

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technology to

engage students

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chances for

success. The

authors provide a

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balance of small
and large business
examples,
integration of new
computerized
learning tools,
superior end-of-
chapter materials,
and highly engaging
pedagogical
learning structures.
Technology tools
such as Homework

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provides students

with further

advantages as they

learn and apply key

accounting concepts

and methods.

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that students

better learn

and retain

information

when text is

presented in a

more focused,

succinct,

blocked format.

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reinforce key
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managerial
chapters of
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selling,
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text,
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Accounting
responds to the**

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**market's need
for an
integrated
solution with
balanced
managerial
content that
has a corporate
approach
throughout. Its
innovation is
reflected in its
extensive use**

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**of corporate
examples, the
integration of
new technology
learning tools,
superior end-of-
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material, and a
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engaging,
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Loose-Leaf

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the relevance of
accounting. Students
are encouraged to
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materials to teach,
assess, and challenge
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approach
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features, the
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presentation of
accounting***

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concepts,
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students focus
on important
material, and
Cutting-edge
technology to
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their chances
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examples,
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by mastering
key concepts
and procedures.
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application

software provides

students every

advantage as they

strive to

understand the key

concepts of

accounting and

their role in

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business.

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thirteen chapters of
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Fundamentals
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book that balances
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businesses, and one
that is
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technology learning
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understand the key
concepts of

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role in business.

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used in partnership

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system, an
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assignable end-of-
chapter material,
algorithmic
functionality, and
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adaptive learning
system,

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is designed to help
students learn
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efficiently, and
retain more
knowledge for

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greater success. In
addition,

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Presentations
deliver learning
objectives in an
interactive
environment,
giving students
access to course-
critical content
anytime, anywhere.

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provide students

with narrated and
animated, step-by-
step walkthroughs
of algorithmic
versions of assigned
exercises.

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