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"The award-winning author team of Bob Libby, Pat Libby, and Frank Hodge continue Financial Accounting's best-selling tradition of helping the instructor and student become partners in learning. Libby/Libby/Hodge uses a remarkable learning approach that keeps students engaged and involved in the material from the first day of class. The Libby/Libby/Hodge authors' trademark focus company approach is the best method for helping students understand financial statements and the real-world implications of financial accounting for future managers. This approach shows that accounting is relevant and motivates students by explaining accounting in a real-world context. Throughout each chapter, the material is integrated around a familiar focus company, its decisions, and its financial statements. This provides the perfect setting for discussing the importance of accounting and how businesses use accounting information"--

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The text and images in this book are in grayscale. A hardback color version is available. Search for ISBN 9781680922929. Principles of Accounting is designed to meet the scope and sequence requirements of a two-semester accounting course that covers the fundamentals of financial and managerial accounting. This book is specifically designed to appeal to both accounting and non-accounting majors, exposing students to the core concepts of accounting in familiar ways to build a strong foundation that can be applied across business fields. Each chapter opens with a relatable real-life scenario for today's college student. Thoughtfully designed examples are presented throughout each chapter, allowing students to build on emerging accounting knowledge. Concepts are further reinforced through applicable connections to more detailed business processes. Students are immersed in the "why" as well as the "how" aspects of accounting in order to reinforce concepts and promote comprehension over rote memorization.

Libby/Libby/Hodge 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/Hodge successfully implements 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. Libby/Libby/Hodge believes in the building-block approach to teaching transaction analysis. Most faculty agree that mastery of the accounting cycle is critical to success in financial accounting. And yet all other financial books introduce and develop transaction analysis in one chapter, bombarding a student early in the course with an overload of new concepts and terms. The authors believe that most faculty take more time with the accounting cycle, but other financial accounting textbooks don't. By slowing down the introduction of transactions and giving students time to practice and gain mastery, this building-block approach leads to greater student success in their study of later topics in financial accounting such as adjusting entries.

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This work takes a real-world, single focus company approach in every chapter. The decision-making focus shows the relevance of financial accounting regardless of whether the student has chosen to major in accounting.

Financial Accounting's distinctive focus company approach motivates students by involving them in the business decisions of a real company, demonstrating how using financial accounting information in decision making makes a difference in the success of a firm. This balanced approach ensures students understand both the preparation and use of financial statements. Libby's pedagogical features and wealth of end of chapter material have been praised by students and instructors alike - making it a market leader in financial accounting. In addition, today's students have diverse learning styles and numerous time commitments and they want technology supplements that help them study more efficiently and effectively. Lyryx Assessment, an online homework assessment solution, and iStudy, an interactive online study guide, provide students with powerful online tools tied directly to Financial Accounting Third Canadian edition. These tools will help students maximize their study time and make their learning experience more enjoyable.

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"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"--

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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.

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This Global edition has been designed specifically to meet the needs of international financial accounting students. The text successfully implements a real-world, single focus company approach in every chapter. The companies chosen are engaging and the decision-making focus shows the relevance of financial accounting in the real world. In addition to the latest examples of both contemporary and traditional topics, new material has been added to make the content more relevant and improve learning outcomes for the international student.

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Fundamentals of Financial Accounting combines an engaging writing style, entrepreneurial focus, and data-driven pedagogy in a balanced approach to Financial Accounting. Its extended coverage of the Accounting Cycle is proven to yield better short- and long-term results for students by building steadily their confidence and understanding instead of hastily rushing through challenging concepts. To better help students grasp both the practical and conceptual side of Accounting, Phillips has created the most extensive database of high-quality video assets available in the market. Located within the Connect platform, these include: Concept Overview Videos - Focusing on core concepts tied to individual learning objectives, this animated and narrated content includes checkpoint questions that allow instructors to grade for accuracy, not just completion. Spotlight Videos - Newsmagazine-style videos providing an overview of business decisions, ethics, and internal control issues that highlight real-world situations. Flash Topic Videos - An introduction to hot topics in the accounting industry to expose students to important trends that will impact their careers. In Action Videos - Tutorials that illustrate thought processes applicable to topics like analyzing transactions, adjusting accounts, and more. Guided Examples - Instructor-enabled hint videos that are built into certain end-of-chapter content to help students work through exercises by seeing similar problems. Each chapter features real companies whose products and services are relevant to students, while the Accounting Cycle chapters follow the same start-up company to better illustrate how entrepreneurs employ financial data throughout their company's growth. Between the conversational tone, clear and concise presentations, and everyday examples, Fundamentals of Financial Accounting improves the student experience while maintaining the needed rigor to deliver successful results.

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