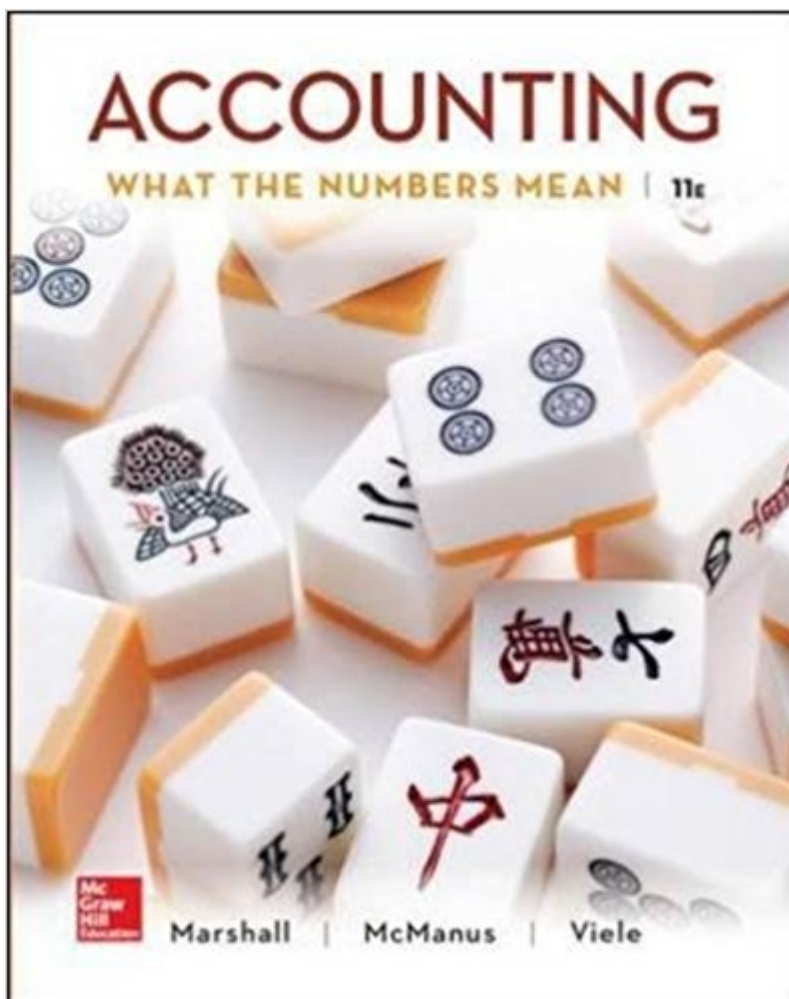


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Accounting: What The Numbers Mean



Synopsis

Accounting has become known as the language of business. This new edition is written to meet the needs of those students who will not be accountants but who do need to understand accounting to learn the key language that embarks us in the business world. Marshall, the leading text in the Survey market, takes readers through the basics: what accounting information is, what it means, and how it is used. The authors help students succeed through clear and concise writing, a conceptual focus and unparalleled technology support. In using this text, students examine financial statements and discover what they do and do not communicate. This enables them to gain the crucial decision-making and problem-solving skills they need in order to succeed in a professional environment.

Book Information

Hardcover: 736 pages

Publisher: McGraw-Hill Education; 11 edition (January 8, 2016)

Language: English

ISBN-10: 1259535312

ISBN-13: 978-1259535314

Product Dimensions: 8.4 x 1.2 x 10.2 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 3.1 out of 5 stars 141 customer reviews

Best Sellers Rank: #12,794 in Books (See Top 100 in Books) #73 in [Books > Textbooks > Business & Finance > Accounting](#) #94 in [Books > Business & Money > Accounting](#)

Customer Reviews

In being compelled to use this text in a financial/managerial accounting class, I was struck at how poorly the author communicated concepts and necessary skills. There is no compilation of reference equations, a minimal index, a dearth of direct explanations in such things as multivariate costing, debits/credits, analysis and strategic planning, budgeting, etc. The book appears to be written to impress the reader with extensive professional knowledge of the subject, not to educate the student into the workings of accountancy. Every student in the class remarked at what a poor text it was, along with the accompanying [and equally worthless] McGraw, Hill internet based homework and examinations package.

The title says "with Connect Plus", however, it does not come with any code to access the connect

plus portion. The book is for rent cheaper on . This book is completely overpriced compared to others since the "Connect Plus" is not with the book even though it says it is.

In general, I am pleased with this book, though I was surprised when I received the international version instead of the version meant for the U.S. market. The book came in a timely manner. I received it before the due date. The book was in great condition and had no marks, tears or highlights. However, the front of the item had a starburst that proclaimed "This International Edition is for use outside of the U.S." I was panicking for a moment because I feared the contents would be different than the U.S. edition. This puzzled me because I searched for this book specifically by its ISBN. the ISBN for the international version is different than the US version. Yet, this book came up in the results. I debated whether to send it back, but the class was to begin the next day. I calmed down when I compared it to a classmate's version. As far as we could tell, there was no difference in the contents or page layout. I was able to use the book for the class. In the end, this book did the job and helped me get through the accounting class.

They lied about what comes with this book. As we can all read ^^^^^ it clearly says WITH connect plus. Mine came without connect plus. They don't list it under the correct title and do this to trick you in hopes you'll just pay their inflated price...well you can rent it for \$50 cheaper from some other vendor

I was taking the Accounting for non-majors and this book expected you to know something about accounting before you open the book. I hired a tutor to help go through the book. My biggest problem with the book is the charts and graphs. It is assumed that they are self-explanatory, for someone who has never come near an accounting class in 20 years, it was very difficult to disseminate and comprehend. I do however like the chapter reviews. This by far has been a blessing in locating vocabulary and reworking problems to get a better understanding of the chapter's accounting equations. My tutor and I used this all the time instead of reading the chapter.

Accounting gives me anxiety, but at least this book was easy to follow. The assignments that go along with the online tool are difficult, though the book does help get through them. I don't know if my professor wrote the quizzes or if those are part of the program, but they have very little to do with the list of terms in the back of each chapter, which is what my professor told us to study. Reading the chapters thoroughly did help with the homework. Beware: the problem I had with

accounting is that there are about four terms for each item! Once you think you have a handle on balance sheets, the problems will ask you about the Statement of Financial Earnings!

Using this accounting book because of my MBA accounting class requires it. If you are not in a class it is not that helpful of a book unless you have an accounting background. My teacher basically told us not to even read the book, focus on the glossary terms and her class presentations. I think this book is being used because of the online homework options that it has.

Not claiming to be an expert on accounting books since this is my first accounting course in a number of years but this book makes the accounting concept so confusing I want to pull my hair out! You're given the basic information and a nice formula to follow and then the authors go and throw in a bunch of information and numbers and other info that doesn't begin to help you answer the questions or exercises. It advertises as an introductory accounting book. If this is introductory, I'd hate to see advanced!

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