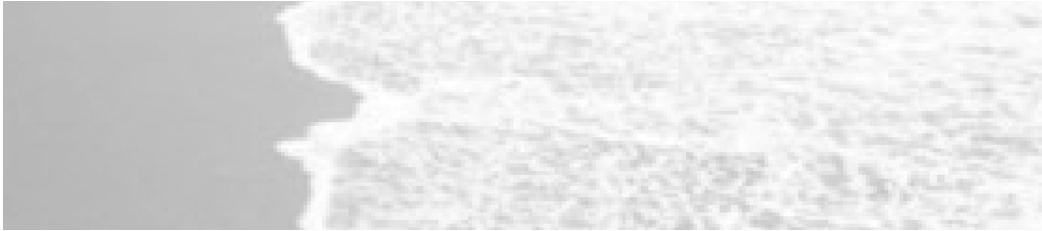
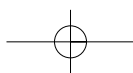
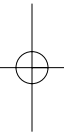


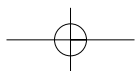
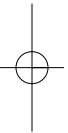
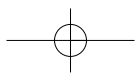
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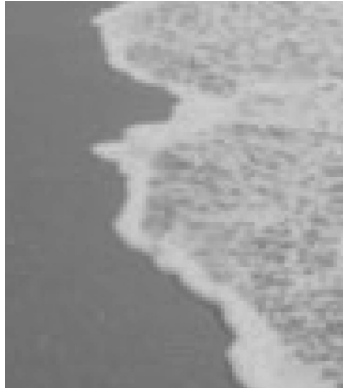
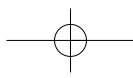
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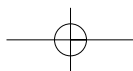
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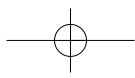
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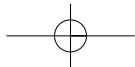
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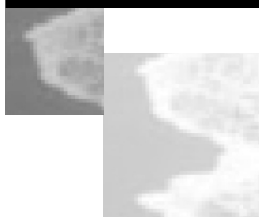
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Dedication

To WLL





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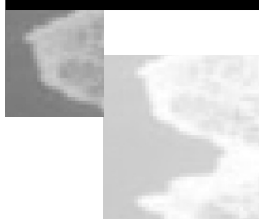
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Preface

This book is intended to help readers to understand financial accounting and to see how it can be used in practice, particularly in the interpretation and management of company finances. It should appeal to future managers, rather than to those who want to become accountants. It is intended to be 'user friendly' for those who are put off by conventional presentations of the subject based on arcane rules and procedures. Students from an arts background, for whom figures are sometimes a painful necessity, will probably find that this is as good as it gets with accounting textbooks.

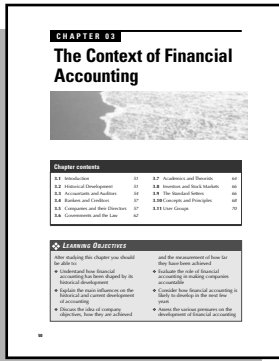
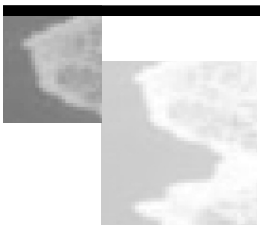
It is an introductory text that is particularly suitable for degree courses in management and business studies, including MBAs and other master's degree programmes. The approach is analytical, critical and evaluative, amply illustrated with real-world examples.

The book goes beyond basic financial accounting, and readers may be interested in its application in relation to the stock market (Chapter 6), financing a company (Chapter 11), investment appraisal (Chapter 12); or in the history and context of financial accounting, and problems in relation to creative accounting (Chapters 3 and 8). In response to requests from users, this new edition provides additional material on bookkeeping and procedural matters (Chapters 14–16) which some modules require; and a new chapter introducing management accounting (Chapter 13). Interpretation of accounts is a problem for many students and a simplified 'ready reference' guide to accounting 'ratios' is now provided in Chapter 4, with more advanced issues dealt with in a separate chapter (Chapter 9). After covering the basics of balance sheets and income statements (Chapters 1 and 2) the book is designed so that any chapter can be studied in almost any order according to the readers' particular interests, or the requirements of a course.

Ample resources are provided to enable readers to understand and apply financial accounting. Self-testing questions (numerical, theoretical and analytical) are included in each chapter, with answers at the end of the book. Assessment questions are provided without answers. Discussion questions and group activities are included to encourage readers to become involved in exploring important questions; and these can be related to current issues in the press by analysing the 'financial accounting in context' illustrations.

All companies produce annual reports and accounts that include a great deal of valuable information if only managers, analysts, financial journalists, economists, bankers and everyone with an interest in business and management would take the time and trouble to understand them. This book is intended to help. Similarly, students who produce projects and dissertations, and politicians and journalists who analyse particular companies and industries, can benefit from a thorough understanding of published financial statements that this book provides. In the main it explains financial accounting as an important resource that has valuable applications; but its approach is also critical, and it encourages readers to think about important issues and to reach their own conclusions.

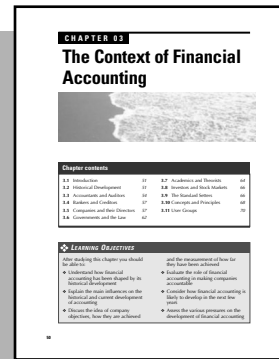
Guided Tour



Chapter Contents

A brief list of key chapter contents is highlighted at the start of every chapter.

Learning Objectives
Each chapter opens with a set of learning objectives, summarizing what you should learn from each chapter.

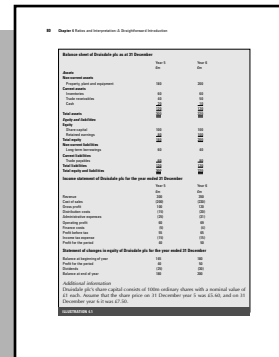


Introduction

Each chapter opens with an introduction, which sets the scene and introduces you to the issues that will be addressed in the chapter.

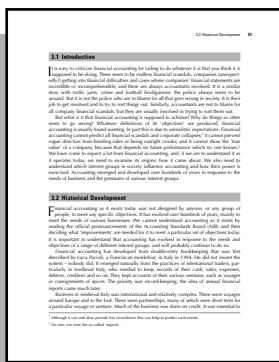
Illustrations

Each chapter provides a number of examples and balance sheets, which illustrate and summarize important concepts, helping you to apply theory to accounting practice.

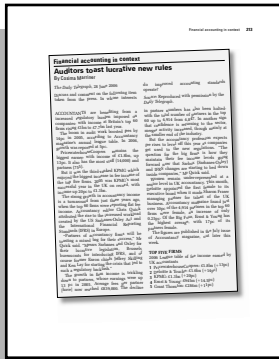
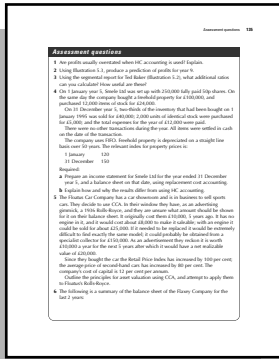
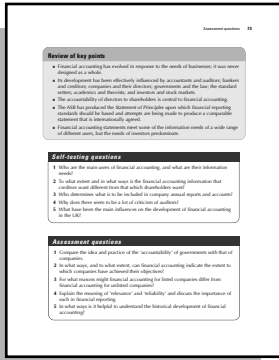


Summary

This briefly reviews and reinforces the main topics you will have covered in each chapter to ensure you have acquired a solid understanding of the key topics.



xii Guided Tour



Review of Key Concepts
A brief recap at the end of each chapter is ideal for revising accounting concepts.

Self-testing Questions

These questions encourage you to review and apply the knowledge you have acquired from each chapter and can be undertaken to test your understanding. Answers are provided at the end of the book.

Assessment Questions

This section provides a multitude of questions you may be asked in an exam. They can be used as helpful revision questions or to check your progress as you cover the topics throughout the text.

Group Activities and Discussion Questions

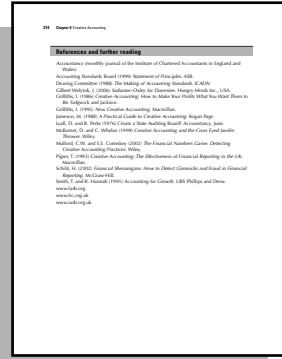
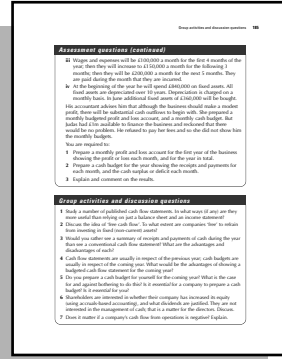
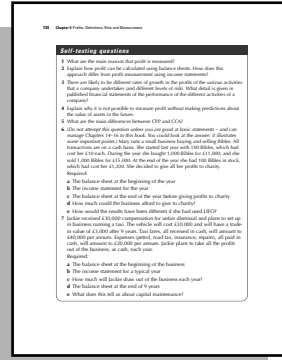
These questions can be used to spark debate in class and can also help readers to think around the topic.

Financial Accounting in Context

Relevant chapters end with a press item that aims to illustrate the main themes of the chapter, allowing you to appreciate how the theory applies in real life.

References and Further Reading

A list of reference from the chapter, plus useful websites, can be used for further research.



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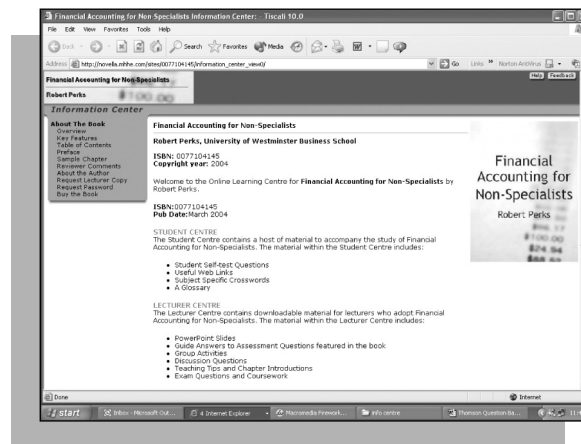
After completing each chapter, log on to the supporting Online Learning Centre website. Take advantage of the study tools offered to reinforce the material you have read in the text, and to develop your knowledge in a fun and effective way.

Resources for students include:

- Learning objectives
- Useful Weblinks

Also available for lecturers:

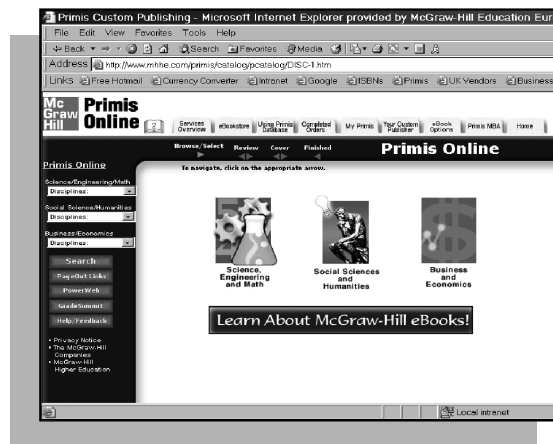
- Solutions to questions in book
- Additional exam questions
- PowerPoint slides



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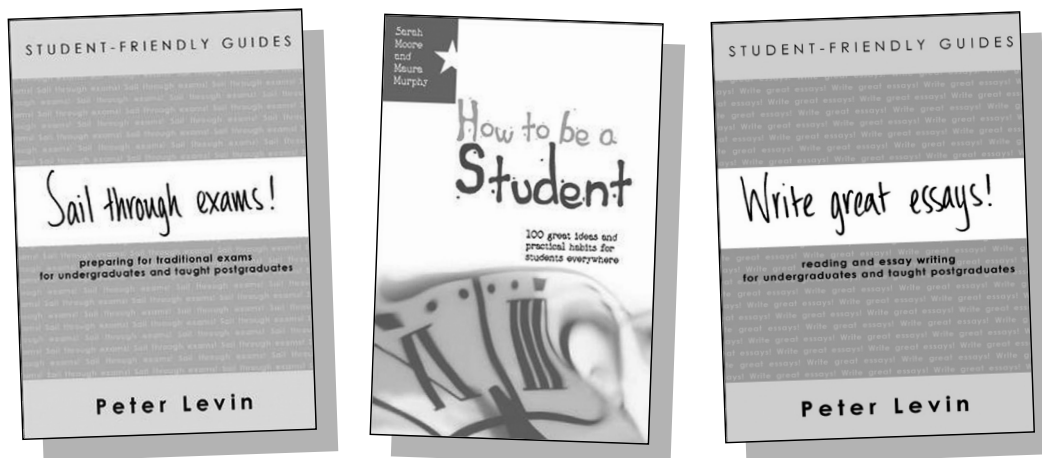
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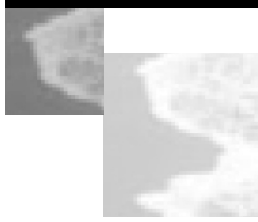


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