

Let **Garrison** be Your Guide

Garrison truly is the gold standard of managerial accounting texts.

**Pamela Rouse,
Butler University**

It is the ‘Bible’ of Managerial Accounting.

**Mark Motluck,
Anderson University**

Garrison is clearly the best managerial accounting text available.

**‘Carleten Donchess,
Bridgewater State University’**

I am a big fan of this book. I have taught this course with a few other books and this book does the best job tying all the concepts together. When asked I always refer to this book as being superior to the other books that I have used.

**Christopher O’Byrne,
Cuyamaca College**

For centuries, the lighthouse has provided guidance and safe passage for sailors. Similarly, Garrison/Noreen/Brewer has successfully guided millions of students through managerial accounting, helping them sail smoothly through the course.

Decades ago, lighthouses were still being operated manually. In these days of digital transformation, lighthouses are run using automatic lamp changers and other modern devices. In much the same way, Garrison/Noreen/Brewer has evolved over the years. Today, the Garrison book not only guides students—accounting majors and other business majors alike—safely through the course but is enhanced by a number of powerful new tools to augment student learning and increase student motivation. McGraw-Hill *Connect Accounting* and the LearnSmart Advantage Suite offer a number of features to facilitate student learning. **NEW** Intelligent Resource Technology interface for *Connect Accounting* includes improved answer acceptance for formatting issues, a general journal application that looks and feels more like a general ledger software package, and table entry for select problems so students can complete calculations online. Animated, narrated Interactive Presentations for each learning objective teach the core concepts of the text and animated, narrated Guided Examples connected to practice exercises provide a step-by-step walkthrough of a similar exercise, assisting students when they need it most. The student library within *Connect* gives students access to additional resources, such as forms for the Applying Excel feature, an electronic version of the textbook, and more.

The **NEW** LearnSmart Advantage Suite, powerful products fueled by the proven McGraw-Hill LearnSmart engine, include additional learning resources in LearnSmart Achieve and the first ever adaptive eBook experience in SmartBook. These products utilize data collected from over 2 million student users and advanced scientific algorithms to ensure that every minute a student spends studying is the most efficient and productive minute possible for that individual student.

Just as the lighthouse continues to provide reliable guidance to seafarers, the Garrison/Noreen/Brewer book continues its tradition of helping students sail successfully through managerial accounting by always focusing on three important qualities: **relevance, accuracy, and clarity.**

RELEVANCE. Every effort is made to help students relate the concepts in this book to the decisions made by working managers. In the fifteenth edition, the authors have added a new section to Chapter 1 titled Managerial Accounting: Beyond the Numbers, which has expanded coverage of leadership skills with the goal of helping all business students better understand why managerial accounting is relevant to their future careers. New and revised In Business boxes throughout the book link chapter concepts to pertinent real-world examples. Service industry references appear throughout the chapter narrative and end-of-chapter material to provide students with relevant context for the material they are learning. The robust *Connect Accounting* technology package and the LearnSmart Advantage Suite include new and exciting tools to help keep students engaged in the learning process. For these reasons and many more, a student reading Garrison should never have to ask “Why am I learning this?”

ACCURACY. The Garrison book continues to set the standard for accurate and reliable material in its fifteenth edition. With each revision, the authors evaluate the book and its supplements in their entirety, working diligently to ensure that the end-of-chapter material, solutions manual, and test bank are consistent, current, and accurate.

CLARITY. Generations of students have praised Garrison for the friendliness and readability of its writing, but that’s just the beginning. In the fifteenth edition, the authors have rewritten various chapters with input and guidance from instructors around the country to ensure that teaching and learning from Garrison remains as easy as it can be.

The authors’ steady focus on these three core elements has led to tremendous results. *Managerial Accounting* has consistently led the market, being used by over two million students and earning a reputation for reliability that other texts aspire to match.

Garrison does a superior job of introducing Managerial Accounting and necessary management skills. In addition, the textbook discusses the crucial topics of why managerial accounting matters to one’s career, ethics, and social responsibility.

*Ann K. Brooks,
University of New Mexico*

The authors have done a great job explaining managerial accounting concepts and providing real-world examples that students can relate to.

*Stephen Benner,
Eastern Illinois University*

It provides simple and clear explanations of the concepts with easy to follow examples. It is ideal for undergraduate and graduate level accounting students.

*Rong Huang,
Baruch College*

The Garrison [text] is clearly the best written managerial accounting book that I have reviewed. The examples throughout the chapter would enable a student to use this book and learn managerial accounting in an on-line or hybrid class.

*Edna Mitchell,
Polk State College*