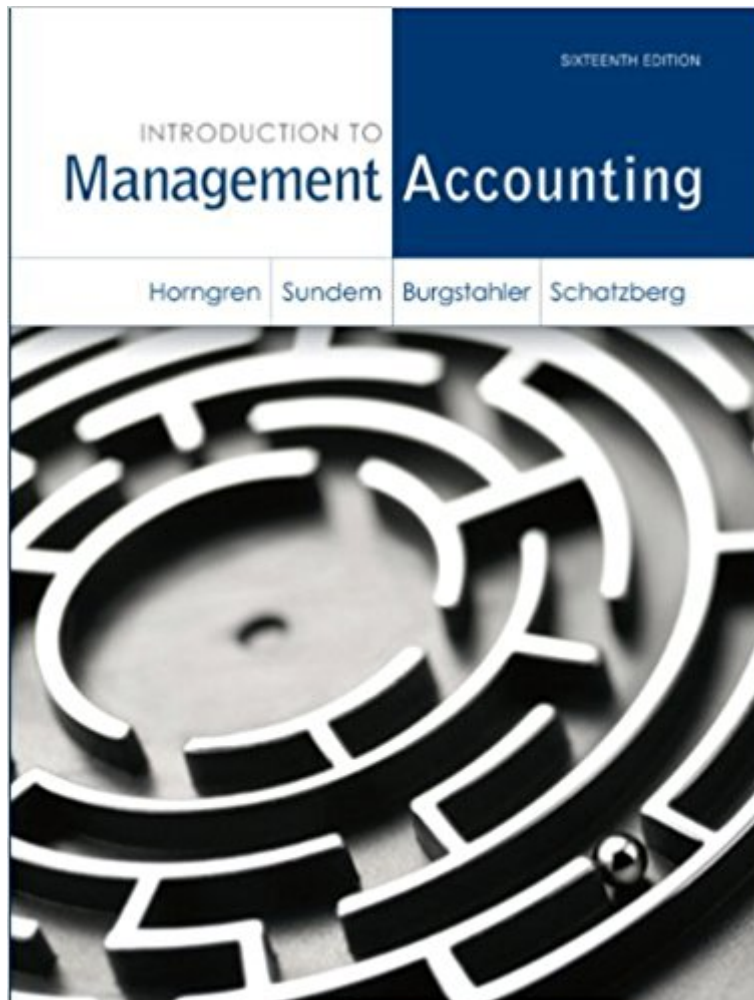




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Synopsis

Directed primarily toward Accounting college/university majors, this text also provides practical content to current and aspiring industry professionals. Introduction to Management Accounting helps to enhance readers' ability to make effective economic decisions by encouraging them to understand the inner-workings of the concepts, rather than solely focusing on technique memorization. Overall, this text describes both theory and common practices in a way that will help readers produce information that's useful in day-to-day decision-making.

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Customer Reviews

This book sucks. It is extremely hard to understand because not only is this subject difficult in general, but the writers seem to write in a way that makes them sound smart. This is an INTRO book, therefore I would expect it to be written in "for dummies" terms. Not using words that I don't know to explain another term that I have never heard of. There are no good examples in the book for easy to follow, and I don't even know... it just sucks.

This book has done nothing but create problems for me. It is missing an ENTIRE chapter and the

contents are poorly labeled. I have utilized international versions of textbooks before with no issues. That someone would publish and sell a textbook like this is unethical and bad business.

I am a retired corporate Internal Audit Manager and had this book in college in the 1970's for a class. I now attend a local County Board in Lake County, FL. This is a recent, but not latest edition of the book I had by the same author in the 1970's. The local County government has no measurable metrics like a business would have, so I will present this book to the County Manager at the next public hearing. I am just amazed how bad management is in local government, and this may goad them into actually using some classic performance metrics like Horngren discussed FORTY years ago.

I purchased this item as a requirement for a course. Although it was the previous edition than the course requirement, it was helpful in getting me most of the information that I needed for the course. The textbook looked almost new, which was better than I expected.

Greatest insomnia preventative ever! Actually, a fairly well comprised book for a rather dry subject. The case studies are interesting and chapters are well composed and to the point. Each chapter includes plenty of test applications and questions to help you learn the material. I'm glad offers a book rental, as the list price was way more than I'd ever want to spend on a book like this.

Book was a shade more beat up for the price I paid for it, but it works, I can read apparently...

Nice read

Garbage. Makes simple concepts, ratios and formulas into complex case studies which detract from the core of the learning. Book is 20% useful with 80% filler. Certainly glad I bought this older cheaper version than the \$200 version I was supposed to buy for class. Mostly the same content but different page numbers.

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