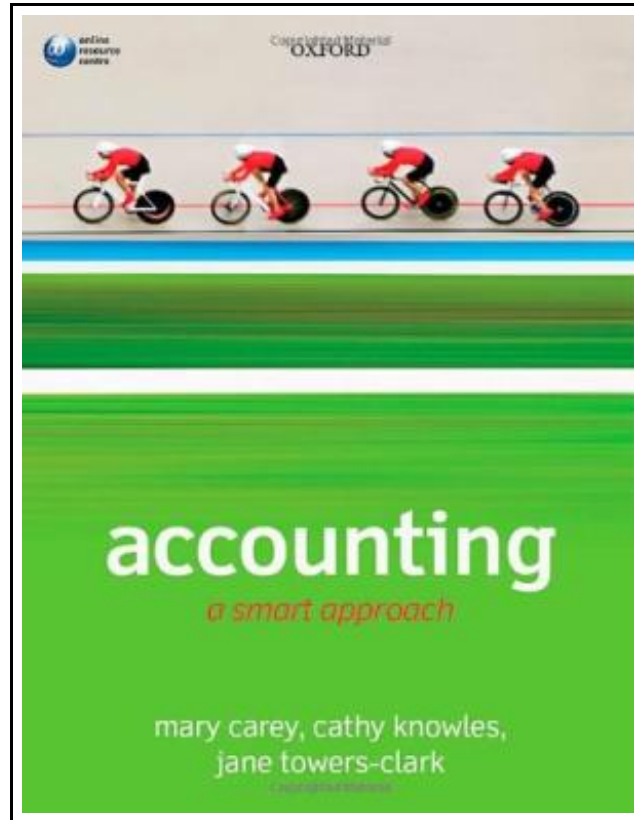# Accounting: A Smart Approach (Paperback)

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Reviews

This pdf is indeed gripping and exciting. It is writter in easy words and phrases and not confusing.
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ACCOUNTING: A SMART APPROACH (PAPERBACK)

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Oxford University Press, United Kingdom, 2014. Paperback. Book Condition: New. 2nd Revised edition. 242 x 188 mm. Language: English . Brand New Book. Engaging and lively, clear and practical, Accounting: a Smart Approach 2e brings accounting to life for both lecturers and students. Developed specifically with non-specialist students in mind, it addresses key questions that students might have: Why is accounting relevant to business? How does accounting help managers to understand and develop their businesses? How will studying accounting help me after my course? Following the global success of the first edition, Accounting: A Smart Approach 2e continues this fresh and effective approach to accounting for non-specialists, using a running case study to help students to understand the relevance of accounting alongside their wider studies: Sam Smart is the budding entrepreneur who forms the basis of the case study at the heart of this book. We follow Sam as he goes from starting as a sole trader , printing sports kits for local teams, to managing a global sports business. Throughout the course of the book he assesses the success of his business, finances day to day activities, makes pricing decisions, opens new branches, looks at cash flow, and facilitates planning, control, and investment. Featuring at the start of every chapter, directing students to the implications and applications of the the topic they are about to study, Sam and his business provide consistency and connection. As we follow the case study, all the topics central to accounting are covered with clarity, imagination and relevance, giving students confidence in approaching their course and exams. Through the wealth of additional examples and self-test exercises available alongside the case study, students will not only develop an appreciation of how accounting information allows a manager to make key business decisions, but they will also...

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