



Financial Accounting For Dummies

By Maire Loughran

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Financial Accounting For Dummies By Maire Loughran

Your plain-English guide to navigating a financial accounting course

Despite the economic landscape and job market, demand for accountants remains strong, and accountants will continue to see high demand for their services as the economy rebounds and businesses grow. Additionally, one of the effects of the economic downturn is a greater emphasis on accountability, transparency, and controls in financial reporting.

With easy-to-understand explanations and real-life examples, *Financial Accounting For Dummies* provides students who are studying business, finance, and accounting with the basic concepts, terminology, and methods to interpret, analyze, and evaluate actual corporate financial statements.

- Covers traditional introductory financial accounting course material
- Explores concepts accountants and other business professionals use to prepare reports
- Details mergers and acquisitions purchase and pooling, free cash flow, and financial statement analysis

Whether you're a student on your way to earning a bachelor's degree, MBA, or MAcc, *Financial Accounting For Dummies* gives you a wealth of information to grasp the subject and ace the course.

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Editorial Review

From the Back Cover

Your plain-English guide to navigating a financial accounting course

With easy-to-understand explanations and real-life examples, *Financial Accounting For Dummies* provides you with the basic concepts, terminology, and methods to interpret, analyze, and evaluate business financial statements. Whether you're a student taking an introductory course or a business owner who needs a financial accounting initiation, this hands-on, friendly guide can help.

- Financial Accounting 101 — get acquainted with the world of financial accounting, from the responsibilities of financial accountants to the coursework, certifications, and career options available
- Book it — discover the process behind financial accounting, which starts with booking a company's accounting transactions using journal entries and ledgers
- It's a balancing act — get the lowdown on the different parts of a balance sheet (assets, liabilities, and equity) and how together they illustrate a company's financial position
- Search for profit (or loss) — navigate an income statement to study a company's revenue, expenses, gains, and losses
- Follow the cash — find out what the statement of cash flows tells you about how a business uses its money

Open the book and find:

- The purpose of financial accounting
- Ethical responsibilities of financial accountants
- What financial statements tell you about a company
- Regulatory issues and agencies you need to know
- Accounting methods and concepts
- How to investigate income and cash flow
- Different ways to analyze financial statements
- The job (and income) outlook for financial accountants

Learn to:

- Determine what each line of a financial statement tells you
- Identify the various accounting concepts and methods that companies can employ
- Recognize how investors and creditors use financial reports to make decisions

About the Author

Maire Loughran, CPA, is a member of the American Institute of Certified Public Accountants. An adjunct professor of auditing, accounting, and taxation courses, she is also the author of *Auditing For Dummies*.

Users Review

From reader reviews:

Cornell Smith:

This Financial Accounting For Dummies book is just not ordinary book, you have after that it the world is in

your hands. The benefit you have by reading this book is information inside this e-book incredible fresh, you will get information which is getting deeper anyone read a lot of information you will get. This kind of Financial Accounting For Dummies without we understand teach the one who looking at it become critical in considering and analyzing. Don't end up being worry Financial Accounting For Dummies can bring once you are and not make your tote space or bookshelves' grow to be full because you can have it in the lovely laptop even phone. This Financial Accounting For Dummies having very good arrangement in word along with layout, so you will not feel uninterested in reading.

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