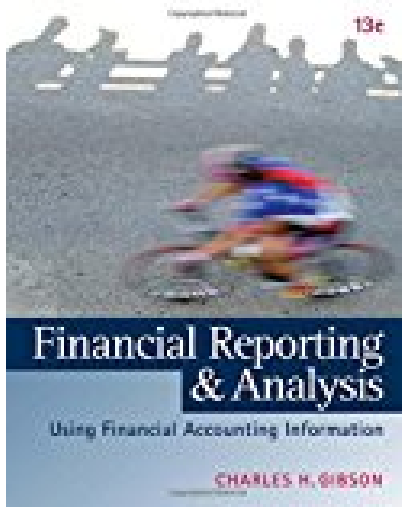


Financial Reporting and Analysis Using Financial Accounting Information with Thomson ONE Printed Access Card



BOOK DETAILS

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BOOK SYNOPSIS

Now you can teach financial accounting from both a user's and preparer's perspective with a wealth of actual examples, cases, and real financial statements found in Gibson's FINANCIAL REPORTING & ANALYSIS: USING FINANCIAL ACCOUNTING INFORMATION, 13e. This effective text emphasizes the analysis and interpretation of the end result of financial reporting--financial statements. The author focuses on the language and preparation of financial statements throughout. Students analyze real financial reports, 10Ks, proxy statements, other exhibits, and cases drawn from actual companies. Nike, used as a continuing focus company throughout the text, provides the opportunity for students to become familiar with a single organization and better understand the meaning of its statements within a competitive context. In addition to a wide variety of problems, questions, cases, and Web references for practice and application, students also have access to the robust Thomson ONE: Business School Edition--the same online financial analysis tool used by Wall Street professionals every day. With the book's well-organized framework for learning and emphasis on numerous industries, your students leave the course prepared for success, no matter what area of business they pursue. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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