



Financial and Managerial Accounting

John J Wild, Ken Shaw, Barbara Chiappetta

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Wild's Financial and Managerial Accounting responds to the market's request for a single book with balanced financial and managerial content (~50/50) that has a corporate approach throughout. With numerous innovative features, the authors focus on "Three C's":

- Clear presentation of accounting concepts,
- Concise coverage to help students focus on important material, and
- Cutting edge technology to engage students and improve their chances for success.

The authors provide a balance of small and large business examples, integration of new computerized learning tools, superior end-of-chapter materials, and highly engaging pedagogical learning structures. Technology tools such as Homework Manager and Carol Yacht's General Ledger and Peachtree software provides students with further advantages as they learn and apply key accounting concepts and methods.

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