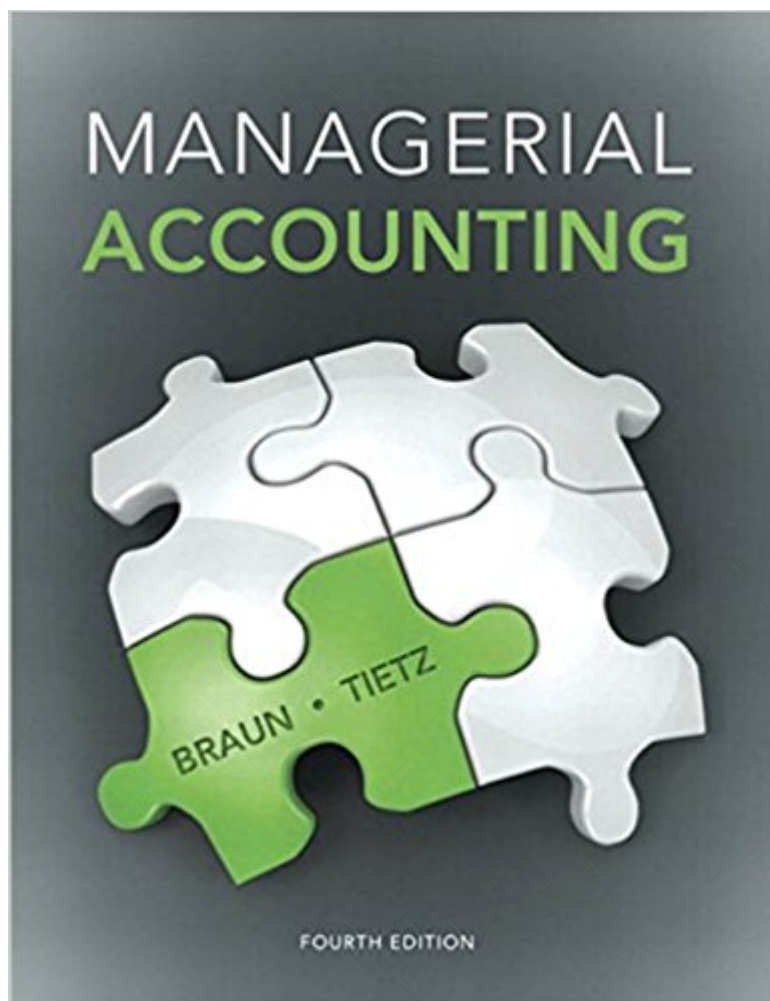


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Managerial Accounting (4th Edition)



Synopsis

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For courses in Introduction to Management Accounting

Managerial Accounting, Fourth Edition helps students make the connection between managerial accounting concepts and the businesses they deal with everyday through strong coverage and effective practice. By presenting actual accounting decisions made in companies like Target and J. Crew, the text's precise coverage of the core concepts engages students in the learning process. MyAccountingLab for Managerial Accounting is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams resulting in better performance in the course and provides educators with a dynamic set of tools for gauging individual and class progress. This program provides a better teaching and learning experience for you and your students. Here's how: Personalized learning with MyAccountingLab the online homework, tutorial and assessment program that helps students succeed in the classroom and beyond. Students see the connections between accounting concepts and the businesses they interact with everyday. Students learn from the latest information on important topics in the field. Note: You are purchasing a standalone product; MyAccountingLab does not come packaged with this content. If you would like to purchase both the physical text and MyAccountingLab search for ISBN-10: 0133803805/ISBN-13: 9780133803808. That package includes ISBN-10: 0133428370/ISBN-13: 9780133428377 and ISBN-10: 0133451488/ISBN-13: 9780133451481. MyAccountingLab is not a self-paced technology and should only be purchased when required by an instructor.

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Customer Reviews

Karen Wilken Braun is an associate professor for the Weatherhead School of Management at Case Western Reserve University. Professor Braun was on the faculty of the J.M. Tull School of Accounting at the University of Georgia before her appointment at Case Western. She has received several student-nominated Outstanding Teacher of the Year awards at both business schools. Professor Braun has been a Certified Public Accountant since 1985 and holds membership in the American Accounting Association (AAA), the Institute of Management Accountants, and the American Institute of Certified Public Accountants. She also holds the Chartered Global Management Accountant designation, and is a member of the AAA's Management Accounting Section as well as the Teaching, Learning and Curriculum Section. Her research and teaching interests revolve around lean operations, sustainability, corporate responsibility, and accounting education. Dr. Braun's work has been published in Contemporary Accounting Research, Issues in Accounting Education, and Journal of Accounting Education. Dr. Braun received her Ph.D. from the University of Connecticut, where she was an AICPA Doctoral Fellow, a Deloitte & Touche Doctoral Fellow, and an AAA Doctoral Consortium Fellow. She received her B.A., summa cum laude, from Luther College, where she was a member of Phi Beta Kappa. Dr. Braun gained public accounting experience while working at Arthur Andersen & Co. and accumulated additional business and management accounting experience as a corporate controller.

Wendy M. Tietz is an associate professor for the Department of Accounting in the College of Business Administration at Kent State University, where she has taught since 2000. Prior to Kent State University, she was on the faculty at the University of Akron. She teaches in a variety of formats, including large sections,

small sections, and webbasedsections. She has received numerous college and university teaching awards whileat Kent State University. Most recently she was named the Beta Gamma Sigma Professorof the Year for the College of Business Administration at Kent State University. Dr. Tietz is a Certified Public Accountant, a Certified Management Accountant, and a Chartered Global Management Accountant. She is a member of the American Accounting Association (AAA), the Institute of Management Accountants and the American Institute of Certified Public Accountants. She has published in Issues in Accounting Education, Accounting Education: An International Journal, and Journal of Accounting & Public Policy. She regularly presents at AAA regional and national meetings. She also leads a short-term Study Abroad trip for accounting majors to Paris and Londoneach year. Dr. Tietz received her Ph.D. from Kent State University. She received both her M.B.A. and B.S.A. from the University of Akron. She worked in industry for several years, both as a controller for a financial institution and as the operations manager and controller for a recycled plastics manufacturer. Dr. Tietz and her husband, Russ, have two grown sons. In her spare time, she enjoys bike riding, walking, and reading. She is also very interested in using technology in education.

So far so good. I don't recall having come across this publisher or this author before. I like that the author does a road map of what she sets out to accomplish and helps guide the readers along the way, which I think is immensely helpful as the information can get convoluted. It's one thing to know how to do something, but also knowing the why will make this far more effective. And like I said, so far so good.

Slightly more used than listed quality, but overall good to go.

I used this book in a principles of accounting course. It is very easy to follow along and explain the basics very well. This is important to have for beginner level courses because your structure and foundation will both follow you through your career. Braun does an excellent job of this! Thanks for helping me get an A!

Absolutely fantastic introduction into the concept of managerial accounting. It covers the hard math, methods for deriving information from accounting facts, and offers branching paths to learn more about managerial accounting if the student wishes to go further than just what the class teaches.

Separately, this book was boring, as I suppose most accounting books are. However, I purchased the Myaccountinglab.com software through Pearson publishing as a supplement (which was mandatory) and I can see why Managerial Accounting is so important. The advantage of MAL is instantaneous feedback. Also there are condensed PowerPoints for each chapter that you can take notes on, along with demonstration document videos, and accounting simplified videos. Also, if you dare to adventure outside of the assigned homework problems, you can gain more problems via the study plan. The system is designed to be helpful as possible (if you take the time to use it to its fullest capacity. MAL also provides a breakdown of time you've spent, which I would guess would be helpful for professors to track their students). Also, I recommend getting a bound copy of the book as opposed to the loose leaf version, which I bought for the second edition. (Review on that to follow.) I wish I was warned with the word problems. Managerial accounting is one word problem after the next about how to solve problems in the service, manufacturing or merchandising industries. I would have budgeted my time a little differently had I known this was a "word problem" type of class. Financial accounting was a breeze in comparison. This type of class should count as two classes, or a 5 to 6 unit class. One homework problem can sometimes take an hour, like financial accounting, but for me, financial accounting was a breeze. Most homework assignments that my teacher assigned were 10+ problems, taking anywhere from 3 to 11 hours to complete, averaging at about 7 hours. This class drove me to drink - lots of coffee)!!! I can't complain, I could see people in the real world, at companies using this as a reference guide because there are so many scenarios (chapter 8 example below). I'm grateful to learn how to solve problems, so I can't complain because this book with the extensive problems does just that. Chapter 8 example of a homework problem: Members of the board of directors of Safety Systems have received the following operating income data for the year just ended: *Edited out the financial data (income statement) due to formatting issues, which would go here. Members of the board are surprised that the Industrial systems product line is losing money. They commission a study to determine whether the company should discontinue the line. Company accountants estimate that discounting industrial systems will decrease fixed costs of goods sold by \$81,000 and decrease fixed marketing and administration expenses by \$14,000. Requirements 1.) Prepare incremental analysis to show whether Safety Systems should discontinue the industrial systems product line. 2.) Prepare contribution margin income statements to show Safety Systems' total operating income under two alternatives a.) with the industrial system line and b.) without the line. Compare the difference between the two alternatives' income numbers to your answers to Requirement 1. What have you learned from this comparison? Egads!!!!

Great text

a very cheap alternative to the 4th edition, and I did not even need the book for the class for the most part. I used it just about two times, and all the pages are clean, not torn, and seemed new!

Saved me a lot of money over the traditional hardcover. I did not feel as bad about taking notes directly on the page. The flow was good in the book, building on information.

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