



Financial and Managerial Accounting: Information for Decisions, 4th Edition

John 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 Connect and Carol Yacht's General Ledger and Peachtree software, provide students with further advantages as they learn, as well as apply, key accounting concepts and methods.

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