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Accounting has become known as the language of business. This new edition is written to meet the needs of those students who will not be accountants but who do need to understand accounting to learn the key language that embarks us in the business world. Marshall, the leading text in the Survey market, takes readers through the basics: what accounting information is, what it means, and how it is used. The authors help students succeed through clear and concise writing, a conceptual focus and unparalleled technology support. In using this text, students examine financial statements and discover what they do and do not communicate. This enables them to gain the crucial decision-making and problem-solving skills they need in order to succeed in a professional environment.

Explains what business numbers mean and why they matter, and addresses issues that have become more important in recent years, including questions about the financial crisis and accounting literacy.

The Power of Accounting: What the Numbers Mean and How to Use Them provides a highly readable text for non-financial managers. It explores accounting's uses and

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limitations in the management process. The text is intended for users of accounting information as opposed to preparers. It focuses on aiding the reader in understanding what accounting numbers mean, what they do not mean, when and how they can be used for decision making and planning and when they cannot. The book discusses the importance of accounting information in the economy and the fact that accounting numbers are often the result of estimates and arbitrary allocations. It also includes a cautionary word about the imprecise use of terminology often found in accounting and financial literature.

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A user-friendly guide for managers, investors and students of business who want to be able to read, understand, interpret and use accounting information, without learning to be accountants. It describes in non-technical language everything a business person needs to know about how the numbers are created, what they mean and how they can be used. BUS001000

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