

当代全美 **MBA** 经典教材书系 (英文影印版)

北大光华管理学院 IMBA、MBA 推荐用书

汤姆森学习出版集团精选教材系列

# 会计学 概念与应用

Accounting  
Concepts & Applications

第 8 版

W. Steve Albrecht

Brigham Young University

James D. Stice

Brigham Young University

Earl K. Stice

Brigham Young University

K. Fred Skousen

Brigham Young University

Monte R. Swain

Brigham Young University / 著



北京大学出版社  
<http://www.pup.com.cn>



会计类

# Accounting

## Concepts & Applications

第 8 版

会计学  
概念与应用

*W. Steve Albrecht, PhD, CPA, CIA, CFE*

Brigham Young University

*James D. Stice, PhD*

Brigham Young University

*Earl K. Stice, PhD*

Brigham Young University

*K. Fred Skousen, PhD, CPA*

Brigham Young University

*Monte R. Swain, PhD, CPA, CMA*

(Consulting Editor)

Brigham Young University / 著

北京大学出版社

<http://www.pup.com.cn>



北京市版权局著作权合同登记图字: 01-2002-5631 号

图书在版编目(CIP)数据

会计学:概念与应用(第8版)/(美)阿尔布雷克特(W. S. Albrecht), (美)史蒂斯(J. D. Stice), (美)史蒂斯(E. K. Stice), (美)斯劳森(K. F. Skousen)等著. —影印本. —北京:北京大学出版社, 2003. 1

(当代全美 MBA 经典教材书系)

ISBN 7-301-05953-1

I. 会… II. ①阿… ②史… ③史… ④斯… III. 会计学—研究生—教材—英文 IV. F230

中国版本图书馆 CIP 数据核字(2002)第 086747 号

Albrecht/Stice/Stice/Skousen/Swain: Accounting: Concepts & Application, 8th ed.

Copyright © 2002 by South-Western, a division of Thomson Learning.

All rights reserved. Jointly Published by Peking University Press/Thomson Learning. This edition is only for sale in the People's Republic of China (excluding Hong Kong, Macau SARs and Taiwan).

ISBN 0-324-06669-4

本书英文影印版由北京大学出版社和汤姆森学习出版集团合作出版。此影印版只限在中国大陆地区销售(不包括香港、澳门、台湾地区)。未经出版者书面许可,不得以任何方式抄袭、复制或节录本书中的任何部分。

版权所有,翻印必究。

丛书策划:彭松建 张文定 林君秀 郭咏雪

书名:会计学:概念与应用(第8版)

著作责任者:(美)Albrecht/Stice/Stice/Skousen/Swain

责任编辑:林君秀

标准书号:ISBN 7-301-05953-1/F·0561

出版发行:北京大学出版社

地址:北京市海淀区中关村北京大学校内 100871

网址: <http://cbs.pku.edu.cn> 电子信箱: [zpup@pup.pku.edu.cn](mailto:zpup@pup.pku.edu.cn)

电话:邮购部 62752015 发行部 62750672 编辑部 62752027

排版者:清华大学印刷厂激光照排车间

印刷者:山东新华印刷厂临沂厂

经销者:新华书店

850毫米×1168毫米 16开本 42.5印张 1692千字

2003年1月第1版 2003年1月第1次印刷

印数:1—3000册

定价:116.00元

## · 院长寄语 ·

北京大学光华管理学院秉承北大悠久的人文传统、深邃的学术思想和深厚的文化底蕴,经过多年努力,目前已经站在中国经济发展与企业管理研究的前列,以向社会提供具有国际水准的管理教育为己任,并致力于帮助国有企业、混合所有制企业和民营企业实现经营管理的现代化,以适应经济全球化趋势。

光华 MBA 项目旨在为那些有才华的学员提供国际水准的管理教育,为工商界培养熟悉现代管理理念、原理和技巧的高级经营管理人才,使我们的 MBA 项目成为企业发展致富之源,为学员创造迅速成长和充分发挥优势的条件和机会。

为了适应现代人才需求模式和建立中国的一流商学院,北京大学光华管理学院正在推出国际 MBA“双语双学位”培养方案;同时,为了配合北大 MBA 教育工作的展开,光华管理学院与北大出版社联合推出本套《当代全美 MBA 经典教材书系(英文影印版)》,并向国内各兄弟院校及工商界人士推荐本套丛书。相信我们这些尝试将会得到社会的支持。而社会对我们的支持,一定会使光华 MBA 项目越办越好,越办越有特色。

北京大学光华管理学院院长

陈以寿

## 出版者序言

2001年12月10日中国加入了世界贸易组织,从此,中国将进一步加大与世界各国的政治、经济、文化各方面的交流和合作,这一切都注定中国将在未来世界经济发展中书写重要的一笔。

然而,中国经济的发展正面临着前所未有的人才考验,在许多领域都面临着人才匮乏的现象,特别是了解国际贸易规则、能够适应国际竞争需要的国际管理人才,更是中国在未来国际竞争中所必需的人才。因此,制定和实施人才战略,培养并造就大批优秀人才,是我们在新一轮国际竞争中赢得主动的关键。

工商管理硕士(MBA),1910年首创于美国哈佛大学,随后MBA历经百年风雨不断完善,取得了令世人瞩目的成绩。如今,美国MBA教育已经为世界企业界所熟知,受到社会的广泛承认和高度评价。中国的MBA教育虽起步较晚,但在过去10年里,中国的MBA教育事业非常迅速,也取得了相当显著的成绩。现在国内已经有50多所高等院校可以授予MBA学位,为社会培养了3000多名MBA毕业生,并有在读学员2万多人。

目前,国内的MBA教育市场呈现一片繁荣景象,但繁荣的背后却隐藏着种种亟待解决的问题。其中很大一部分问题的成因是因为目前我国高校使用的教材内容陈旧,与国外名校的名牌教材差距较大,在教学内容、体系上也缺乏与一流大学的沟通。为适应经济全球化,国家教育管理部门曾要求各高校大力推广使用外语讲授公共课和专业课,特别是在我国加入WTO后急需的上百万人才中,对MBA人员的需求更是占1/3之多,所以,大力开展双语教学,适当引进和借鉴国外名牌大学的原版教材,是加快中国MBA教育步伐,使之走向国际化的一条捷径。

目前,国内市场上国外引进版教材也是新旧好坏参差不齐,这就需要读者进行仔细的甄别。对于国外原版教材的使用,在这里我们要提几点看法。国外每年出版的教材多达几万种,如果不了解国外的教材市场,不了解国外原版教材的品质就可能找不到真正适合教学和学习的好的教材。对于不太了解外版教材的国内读者来说,选择教材要把握以下几点,即:选择国外最新出版的书籍;选择名校、名作者的书籍;选择再版多次并且非常流行的书籍。综合以上几点来看,目前国内市场上真正出新、出好、出精的MBA教材还是不多的。基于以上认识,北京大学出版社推出了《当代全美MBA经典教材书系(英文影印版)》,本套丛书的筛选正是本着以上提到的几点原则,即:出新、出好、出精。经过北京大学及国内其他著名高校的知名学者的精心挑选,本套丛书汇集了美国管理学界各个学科领域专家的权威巨著,称得上是一套优中选精的丛书。本套丛书现在已经推出了MBA主干课程、会计专业、金融专业课程教程三个系列,共45个品种。以后,我们还将陆续推出更多专业的英文影印版书籍。

### 致谢

本套教材是我社与国外一流专业出版公司合作出版的,是从大量外版教材中选出的最优秀的一部分。在选书的过程中我们得到了很多专家学者的支持和帮助,可以说每一本书都经过处于教学一线的专家、学者们的精心审定,本套英文影印版教材的顺利出版离不开他们的无私帮助,在此,我们对审读并对本套图书提出过宝贵意见的老师们表示衷心的感谢,他们是(按拼音排序):

北京大学光华管理学院：符国群、李东、刘力、梁钧平、陆正飞、王建国、王立彦、王其文、  
杨岳全、姚长辉、于鸿君、张国有、张圣平、张志学、朱善利

北京大学中国经济研究中心：胡大源、卢锋、平新乔

清华大学经济管理学院：李明志

中国人民大学商学院：赵苹

中央财经大学会计系：孟焰

本套丛书的顺利出版还得到了培生教育集团(Pearson Education)北京代表处、汤姆森学习出版集团(Thomson Learning)北京代表处的大力支持,在此对他们也表示真诚的感谢。

### **出版声明**

本套丛书是对国外原版教材的直接影印,由于各个国家政治、经济、文化背景的不同,原作者所持观点还请广大读者在阅读过程中加以分析和鉴别。我们希望本套丛书的出版能够促进中外文化交流,加快国内经济管理专业教学的发展,为中国经济走向世界做出一份贡献。

我们欢迎所有关心中国 MBA 教育的专家学者对我们的工作进行指导,欢迎每一位读者给我们提出宝贵的意见和建议。

北京大学出版社政经法编辑部

2003 年 1 月

# 关于本书

## 适用对象

本书是为两年制和四年制财经院校的综合财务会计与管理会计知识而准备的入门教材。

## 内容简介

本书的新版通过美国及国外大量生动和真实的案例向读者介绍会计学概念。读者能够通过本书的学习了解基本的会计学知识,重点掌握在现实案例中如何运用和分析会计学。本书既没有对财务报表采用百科全书式的方法进行介绍,也没有用其他方法对会计学的功能进行阐述,因为读者可以在以后的高级课程中学到这部分内容。

## 作者简介

**W. Steve Albrecht, James D. Stice, Earl K. Stice 和 K. Fred Skousen** 是 Brigham Young University 会计学课程改革的主要实施者。

**W. Steve Albrecht** 是 Brigham Young University 的会计学教授,同时也是会计学和信息系统学院的院长。他在 Brigham Young University 获得会计学学士学位,在 University of Wisconsin at Madison 获得会计学工商管理硕士和博士学位。Albrecht 博士已经是注册公共会计师、注册内部审计师和注册欺诈检察官。他于 1977 年来到 Brigham Young University。在职业生涯早期,他作为见习会计师在 Deloitte & Touche 工作过。Albrecht 博士接受过大量的奖励和荣誉,荣获过 Brigham Young University 管理学教师奖、Brigham Young University 的杰出研究奖;在犹他州百年庆祝活动中,被选为为犹他州作出突出贡献和带来特殊荣耀的 131 个犹他州人之一。他曾经担任美国会计学会的会长、会计项目团的成员、注册欺诈检查团的理事,现在是 Beta Alpha 太平洋半导体公司的已当选而尚未就职的董事长。Albrecht 博士已经做了大量关于白领犯罪和商业欺诈的研究。他在专业杂志上发表过 80 多篇研究文章,他也是 16 本专著和出版物的作者和联合作者,其中 3 本是关于白领犯罪和欺诈的内容。

**James D. Stice** 是 Brigham Young University 的优秀会计学教授,也是 Brigham Young University 工商管理硕士项目的联合主席。他在 Brigham Young University 获取学士、硕士学位,在 University of Washington 获取博士学位,都是会计专业。自从 1988 年开始,他就是 Brigham Young University 的教师。他多次被学生选为“年度最优教师”、被 Marriott School of Management at BYU 的同事推举获取“杰出教师奖”,因为教学出色于 1999 年接受学校的最高奖励 the Maeser Award。Stice 教授在《会计学评论》、《决策科学》、《会计学教育》、《注册会计师》等杂志和其他学术专业杂志上发表过多篇文章。除了本书外,他还出版过其他两本教材:《金融会计学:报告与分析》和《中级会计学》。Stice 教授也为 Ernst & Young, Bank of America 和 IBM 等知名企业做过专业咨询。

**Earl K. Stice** 是 Brigham Young University 会计学和信息管理学院的会计学教授。他从 Brigham Young University 获取学士、硕士学位,从 Cornell University 获取博士学位。Stice 博士已经在 Rice University, the University of Arizona, Cornell University 和 the Hong Kong Universi-

ty of Science and Technology (HKUST)教过课。他在 Rice University 赢得 Phi Beta Kappa 教育奖,两次当选为 the Hong Kong University of Science and Technology 十佳教师。Stice 博士同时也在美国、南非和香港地区做过大量行政教育和公司培训项目。他在《金融计量分析》、《会计学评论》、《会计学学习研究》、《会计学教育》等杂志上发表过多篇文章。他关于股票分拆的研究被《商业周刊》、《货币》、《财富》等杂志引用。他在美国、芬兰、澳大利亚、我国香港地区和台湾地区的学术研讨会上都做过报告。他还是《金融会计学:报告与分析》和《中级会计学》的联合作者。

**K. Fred Skousen** 是 Brigham Young University (BYU) 的资深副校长。他曾经担任 BYU Marriott 管理学院、会计学院的院长。他在 BYU 获取学士学位,在 University of Illinois 获取硕士和博士学位。Skousen 博士加入 BYU 前在 the University of Illinois 和 the University of Minnesota 教学。1983 年,他被 BYU 授予 Peat Marwick 教授之职。1984 年,Skousen 博士被选入美国会计师协会。1985 年,他获得了 UACPA 杰出教师奖。他曾经是金融行政研究基金、联邦商务委员会和几家大公司的顾问,现在是几家公司的董事。Skousen 博士是 50 多篇文章、研究报告和教材的作者或联合作者,其中包括《中级会计学》(第 14 版)。

### 主要特色

商业行为组织:每种商业无论它的行业和种类都必须要保持流动性,以获取或卖出产品和服务、进行财务决策以及进行资产投资,以帮助公司成长和获取收入。在第 8 版中,着重介绍了一种适合商业活动和商业周期的组织模式。

“警告”:这些警告直接提醒学生,帮助他们避免常识性错误和混淆概念。

“FYI”:FYI 从现实商业事件和情境中提取相关信息提供给学生。

### 本版更新

技术辅助学习:Albrecht 提出一个技术系统以提供互动环境中的教育和学习解决方案。这个学习系统包括三个要素:Web Tutor Advantage(基于 WebCT、Blackboard 和非专用平台)、个人训练者和产品支持网站。

真实公司财务报表:每章中都有一个加强型的真实公司财务报表与真实世界案例相结合的综合阐述,清晰地告诉学生如何使用会计信息。

综合电子数据表作业:每章结尾的一个综合电子数据表作业加强本章的主题。

个人货币管理光盘:这个补充帮助学生理解他们在本书中所学的概念如何能帮助自己做出更好的个人财务决策。

### 网址

<http://albrecht.swcollege.com>

### 简要目录

#### 财务会计部分

##### 第一部分:财务报告和会计周期

F1. 会计信息:使用者和使用

F2. 财务报表:回顾

F3. 会计学机制

F4. 完成会计周期

F5. 确保财务信息的完整性

##### 第二部分:运营活动

F6. 卖出产品或服务

F7. 存货



F8. 完成运营周期

第三部分:投资和财务活动

F9. 对工厂、设备、资产以及无形资产的投资

F10. 长期债务融资

F11. 股权融资

F12. 债券和股票投资

第四部分:其他财务报表

F13. 现金流量表

**管理会计部分**

第一部分:基金

M1. 管理会计导论

M2. 本—量—利关系分析

M3. 产品成本流量和企业组织

第二部分:计划

M4. 资本投资决策

M5. 营运预算

第三部分:控制

M6. 传统成本管理

M7. 新的企业环境中的管理会计信息

第四部分:评价

M8. 评价产品和生产过程

M9. 评价职员与部门

M10. 管理会计的连续改进

## **教辅产品**

1. 考试测试软件 / 财务会计 / 032406697X
2. 考试测试软件 / 管理会计 / 032406697X
3. 教师电子表格模板财务软件 / 0324067518
4. 教师资源 CD-ROM 财务会计 / 032411168
5. 教师资源 CD-ROM 管理会计 / 0324111673
6. 答案手册, 财务会计 / 0324067658
7. 答案手册, 管理会计 / 0324067666

8. 学习指南, 财务会计 / 0324067615
9. 学习指南, 管理会计 / 0324067623
10. 测试 F1—F13 章, 财务会计 / 0324066619
11. 测试 M1—M10 章, 管理会计 / 0324066627
12. WebTutor Advantage on Black Board / 0324129777
13. WebTutor Advantage on WebCT / 0324129769

# The Best Team

Authors **W. Steve Albrecht**, **James D. Stice**, **Earl K. Stice**, and **K. Fred Skousen**, and Consulting Editor **Monte R. Swain** are all key players in the curriculum change process at Brigham Young University. Individually and as a team, the authors feel passionately about making this the most relevant and useful book you will ever use.

**W. Steve Albrecht** is the Arthur Andersen & Co. Alumni Professor of Accountancy and the Director of the School of Accountancy & Information Systems at Brigham Young University. He received a bachelor's degree in accounting from Brigham Young University and MBA and Ph.D. degrees from the University of Wisconsin at Madison. Dr. Albrecht, a certified public accountant, certified internal auditor, and certified fraud examiner, came to BYU in 1977 after teaching at Stanford and at the University of Illinois. Earlier in his career, he worked as a staff accountant for Deloitte & Touche. Dr. Albrecht has received numerous awards and honors, including the BYU School of Management's Outstanding Faculty Award and the BYU Outstanding Researcher Award, and was recognized, as part of Utah's Centennial Celebration, as one of 131 Utahians who have made outstanding contributions or brought unusual recognition to the state. Dr. Albrecht has served as President of the American Accounting Association, the Administrators of Accounting Programs Group, and the Association of Certified Fraud Examiners and is currently president-elect of Beta Alpha Psi.

**James D. Stice** is the Distinguished Teaching Professor of Accounting at Brigham Young University. He is also the Associate Director of BYU's MBA program. He holds bachelor's and master's degrees from BYU and a Ph.D. from the University of Washington, all in accounting. He has been on the faculty at BYU since 1988. During that time, he has been selected by graduating accounting students as "Teacher of the Year" on numerous occasions, selected by his peers in

the Marriott School of Management at BYU to receive the "Outstanding Teaching Award," and received the University's top award for teaching excellence, the Maeser Award, in 1999. Professor Stice has published articles in *The Accounting Review*, *Decision Sciences*, *Issues in Accounting Education*, *The CPA Journal*, and other academic and professional journals.

**Earl K. Stice** is the PricewaterhouseCoopers Professor of Accounting in the School of Accountancy & Information Systems at Brigham Young University. He holds bachelor's and master's degrees from Brigham Young University and a Ph.D. from Cornell University. Dr. Stice has taught at Rice University, the University of Arizona, Cornell University, and the Hong Kong University of Science and Technology (HKUST). He won the Phi Beta Kappa teaching award at Rice University and was twice selected at HKUST as one of the ten best lecturers on campus. Dr. Stice has also taught in a variety of executive education and corporate training programs in the United States, Hong Kong, and South Africa. He has published papers in the *Journal of Financial and Quantitative Analysis*, *The Accounting Review*, *Review of Accounting Studies*, and *Issues in Accounting Education*, and his research on stock splits has been cited in *Business Week*, *Money*, and *Forbes*.

**K. Fred Skousen** is Advancement Vice President at Brigham Young University. Previously, he was Dean of the Marriott School of Management and Director of the School of Accountancy at BYU. He earned a bachelor's degree from BYU and master's and Ph.D. degrees from the University of Illinois. Dr. Skousen taught at the University of Illinois and the University of Minnesota prior to joining the faculty at Brigham Young University. In 1983, Dr. Skousen was awarded the Peat Marwick Professorship at BYU. In 1984, Dr. Skousen was elected to the AICPA Council, and in 1985, he received the UACPA Outstanding Faculty Award.

**Monte R. Swain** is an Associate Professor of management accounting and information systems at Brigham Young University. He received his undergraduate degree in accounting and his master's degree in management accounting from BYU. In 1992, Dr. Swain received his Ph.D. in management accounting and information systems from Michigan State University, received a university-wide teaching award, and was honored with the department's Outstanding Doctoral Scholar Award. At BYU, he has received the col-

lege Teaching Excellence Award several times, was named the Marriott School of Management Outstanding Teacher in 1999, and is listed on the Outstanding Faculty List in *Business Week's* "Guide to the Best Business Schools." Dr. Swain has published papers in a number of journals, including *Decision Sciences*, *Behavioral Research in Accounting*, the *Journal of Accounting Case Research*, the *Case Research Journal*, *Advances in Accounting Education*, and the *Journal of Accounting Education*.






# How the Best got Better.

p r e f a c e

edition

A Benchmark Text—Raising the Bar Even Higher

Through each successful edition, **Accounting: Concepts and Applications** has come to be the text by which all others are judged. With the perfect blend of procedure and concepts, the text gives students an inside, realistic view of how accounting is done in leading companies across the nation and around the world. Now in its eighth successful edition, the book takes the bar up a notch by offering a combination of new and proven features that make the best even better:

-  ■ An enhanced integration of real company financial statements and real-world examples in every chapter gives students a clear picture of how to use accounting information
-  ■ A completely integrated learning system that includes elements for classroom learning, technology-assisted learning, and distance learning
- An organization that focuses on the principal activities of a business—financing, investing, and operating
-  ■ A cumulative spreadsheet assignment that reinforces each chapter's topics
- Specialized customer service through trained and personal consultants

# How the Best got Better ■

## The Best Language for Business

In order for today's student to be the best, they must have a complete understanding of the numbers. Understanding what the numbers reveal, and what they do not reveal, allows business managers and investors to make every type of business decision: expand, merge, close, launch, subcontract, downsize, invest, reposition, lease, replace. As the basis for all these decisions, accounting is the universal language of business. This edition makes it even easier to understand what the numbers mean.

Take, for instance, the case of Safeway, a major supermarket chain, as examined in the opening vignette of **Chapter f2: Financial Statements: An Overview**. In the last twenty years, Safeway has experienced, at various

times: falling market share, challenging union demands, high overhead, significant job cuts, an aggressive construction and remodeling program, a leveraged buyout, and reintroduction of the firm as a public company.

Safeway has the third largest sales of major supermarket chains today. Its current net income is higher than that of Kroger and Albertson's stores, which have higher sales volumes. What does the Safeway experience tell us? It tells us that to truly comprehend what is going on in a business, whether in the grocery store or in the corporate boardroom, one must understand accounting data—both how it is prepared and why it is meaningful.

## Changing for the Better

The past few years have seen many calls for improving accounting education. This call for change drove past editions of **Accounting: Concepts and Applications** to be the best book on the market. The central themes in all these calls for change have been (1) that the business world and accounting professions are changing rapidly, (2) that accountants of the past must become the premier information professionals of the future, and (3) that accounting and business graduates need new skills and knowledge if they are to effectively meet tomorrow's professional demands. We answered those calls by creating a textbook

that teaches students both how to prepare financial statements and how to use that accounting information to make smart business decisions.

In creating this Eighth Edition, we crafted a textbook that does an even better job of addressing the needs of an ever-changing world of accounting education. **Accounting: Concepts and Applications**, Eighth Edition is written and organized in a manner that allows students and instructors at all institutions to capitalize on our positive curriculum development experience and strive to make the best education even better.



## The Best Approach

### Real Numbers, Real Understanding

Today's business students need to have an understanding of the basics of accounting, no matter what their future career plans include. Most will be business managers that use accounting information to make business decisions, but even then, in order to make sound decisions, one must understand how the accounting information was derived. And, of course, those students who plan an accounting career need a strong foundation upon which to build.

**Accounting: Concepts and Applications** has built a reputation as the best balance of these attributes by using real company financials to give students an understanding of why and how accounting works. Our approach to this book is to introduce students to basic accounting concepts, excite them by using lots of real-world examples (both U.S. and international), provide them with some basic accounting knowl-

edge, and then show them how accounting is used and analyzed in actual case situations.

The Eighth Edition continues this rich tradition and makes it better. The authors have taken great care to fully integrate the use of real company financials within the content of the chapters. For instance, in Chapter f2 (*Financial Statements: An Overview*), the Setting the Stage opening vignette focuses on Safeway. Safeway's balance sheet and income statement are analyzed within the chapter. Also, several basic ratio calculations are taught in the chapter, and examples are shown using Safeway's numbers. In the CEO material at the end of the chapter, one of the *Analyzing Real Company Information* exercises centers on Safeway and further analysis of its financial statements.

## The Best Business is Real Business

On the road from better to best, every company, regardless of its industry or type, must manage its business to acquire and sell products or services, make financing decisions, and invest in assets that will help the company generate growth and income. One of the reasons that **Accounting: Concepts and Applications** is the best is that we use an organizational format that is consistent with business activities and cycles (as opposed to the more traditional financial statement organization). This same approach was used in the last edition of the book, which was well received by reviewers

and adopters. Specifically, after introducing and explaining financial reporting and the accounting cycle in Part f1 (Chapters 1-5), we discuss the operating activities of a business in Part f2 (Chapters 6-8) and the investing and financing activities in Part f3 (Chapters 9-12). We conclude the financial portion of the text by discussing the statement of cash flows in Part f4 (Chapter 13). This focus on business activities helps students understand functions of business and see accounting as a tool to assist in making business decisions, not as an end in itself.

# Ahead of the Curve

---

## With the Best Technology

Today's students learn in more visual and interactive ways than ever before. These are students that have grown up in a multimedia- and technology-enhanced world. In order to educate these students, technology must be employed as an efficient means for both teaching and learning accounting. Educators now have the opportunity to bring more information to students in more media than ever before. **Accounting: Concepts and Applications** takes full advantage of these possibilities

with the best technology package that fills a variety of needs. The technology package consists of three distinct elements that can effectively be woven together. The three elements are *Product Web Site*, *Personal Trainer*, and the *Personal Web Tutor*.

Some key facets to this package include:

- Lecture Replacement/Enhancement
- Concept Reinforcement
- Application
- Competency/Testing/Quizzing
- Remediation

## Flexible Coverage

### Brings out the Best in Instructors

Because the authors know that the best instructors continually try to make their classrooms better, we have preserved the text's innovation of dividing most chapters into two parts. This flexibility allows the instructor the chance to easily alter what they cover in class to fit the needs of their particular students. The first part includes material that needs to be covered to understand essential accounting concepts, while the second part features "expanded material" dealing

with additional topics to be covered at the instructor's discretion.

This strategy of dividing chapters into basic and expanded material was universally applauded by users of our last edition. It allows significant flexibility in covering desired material, without the disruption of skipping to appendices for more advanced material. Also note that end-of-chapter materials are divided and labeled to coincide with the essential/expanded division in the chapters.

# The Best of the Best

## Outstanding Features

This edition makes the connection to real-life business even better with the use of many insightful pedagogical features and real-world examples. As real companies and current events are examined, the focus is not only on how business managers collect and record data, but also why the information is important as the basis for decisions. For example, Microsoft's annual report is provided at the end of the text and referenced throughout.

## Other Pedagogy

**LEARNING OBJECTIVES** Each chapter begins with specific learning objectives to guide students in their study of the chapter. Where applicable, chapters include expanded learning objectives.

**SETTING THE STAGE** An interesting, real-life scenario sets the stage for each chapter. These scenarios tie directly to materials covered in the chapter and help students relate chapter topics to actual business happenings. For example, Chapter f6 begins with a discussion of Yahoo!, and many examples using Yahoo!'s financial data are featured throughout the chapter.

**BUSINESS ENVIRONMENT ESSAYS** The text contains numerous real-world vignettes, adapted from financial newspapers and business publications, which illustrate important concepts being discussed. These examples enable students to see how the accounting topics they are studying are applied and interpreted in real-world situations.

**KEY TERMS** Throughout each chapter, key terms are defined in the margins. A list of key terms (with Page references) is presented at the end of each chapter, and all key terms are defined in a comprehensive glossary at the end of the book.

**SUMMARIES** Several concise summaries are presented within each chapter to help students remember the important points just discussed, and each chapter concludes with a comprehensive summary, organized by learning objectives.

## Special Margin Features

### FYI

FYI features provide relevant information for students, drawing from real business events or situations.

### STOP & THINK

Students are encouraged to take a step back occasionally to consider thought-provoking issues.

### CAUTION

These reminders speak directly to students, helping them avoid common mistakes or misconceptions.

### NET WORK

These exercises give students practice in seeking out information on the Internet.



## More Outstanding Features

**REVIEW PROBLEMS** A review problem is provided at the end of each chapter (where applicable). These review problems (with solutions) demonstrate the application of the major concepts and procedures covered in the chapter.

**CUMULATIVE SPREADSHEET PROJECT** The cumulative spreadsheet project builds in Chapters f2-f13. It is based on cash flow difficulties faced by The Home Depot at the end of 1985, but a fictitious name (Handyman) is used. The early assignments simply have the students construct a spreadsheet balance sheet and do a couple of simple manipulations, ratio calculations, and so forth. By the end of the text, the spreadsheet grows to a five-year forecast of operating cash flows that depends on assumptions about different operating parameters (speed of receivables collection, inventory efficiency, interest rates, sales growth, profitability).

**COMPREHENSIVE PROBLEMS** Five comprehensive problems, integrating multiple issues and methods, are found throughout the text.

**FOCUS ON GLOBAL ECONOMY** As mentioned, the focus in today's business world is on a global economy. To help students develop this global perspective, many international examples are provided throughout the Eighth Edition. In addition, there is at least one International Case provided at the end of each chapter.



**FOCUS ON ETHICS** Ethical considerations are increasingly important in all aspects of business. A section in Chapter f1 introduces the topic of ethics in financial accounting. Each chapter contains an Ethics Case relating to the topics covered in the chapter. These cases present ethical dilemmas that require students to think about behavioral and moral issues in business and accounting. We believe these ethics cases will provide a basis for rich classroom discussions and more responsible business conduct by students exposed to them.