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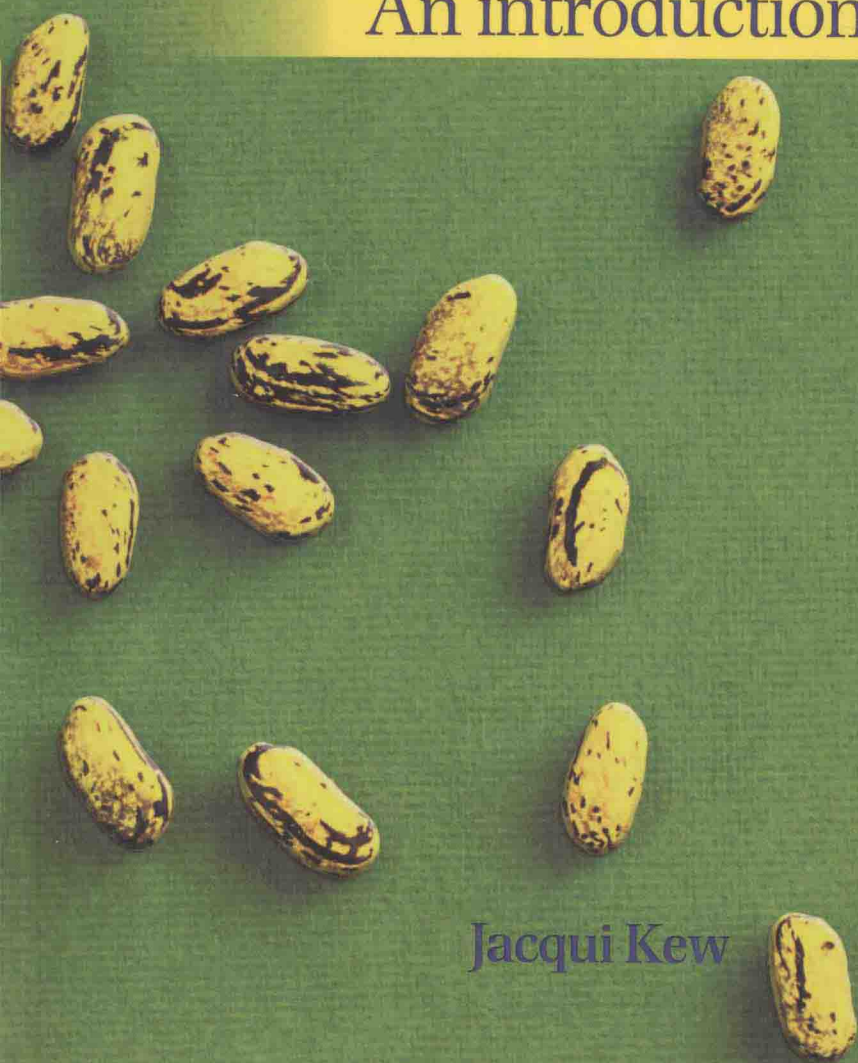
THIRD EDITION

# Financial Accounting

An introduction

Jacqui Kew

Alex Watson

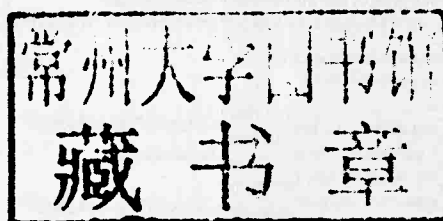


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THIRD EDITION

# Financial Accounting

*An introduction*

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# Preface

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Through work done with numerous small businesses and in conversations with successful and not-as-successful business owners, a common trend tends to emerge. Many individuals have indicated that within South Africa there is a widespread lack of basic business and accounting knowledge. As educationalists and business advisors, we believe that making this knowledge accessible and non-threatening to first-time accounting students is vital – regardless of whether these students are at school or university, or embarking on their first business venture.

South Africa is a new, exciting, developing economy that needs informed business people within corporate businesses, in government and as entrepreneurs. In order to shape informed people, literacy (and more specifically, financial literacy) is of fundamental importance. The first step in becoming financially literate is to develop an understanding of the language of business.

Accounting is the language of business, and the first edition of *Accounting: An Introduction* developed from the belief that learning to understand the language of accounting empowers business owners, managers and individuals to take control of their own financial destiny. By understanding accounting you will be able to understand the story it tells about a business. This understanding will enable you to identify what business owners and managers are doing correctly and pick up warning signals regarding those areas in the business where things could be going wrong. As a financially literate citizen you will be able to participate more fully in the economy and be more active in ensuring that you are financially secure.

Learning is a journey of discovery and comes from doing, from identifying and solving problems, and from making and learning from mistakes. Every journey starts with the first step and we hope that this third edition of *Accounting: An Introduction* is the first of many steps that you will take in your journey to becoming financially literate. Join us as we take you on this journey into the world of accounting. We trust that you will learn, question and enjoy the experience as you see Judy's business grow and her knowledge of accounting expand.

The Authors  
December 2009

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