ACCOUNT OF THE EDITION



HORNGREN O HARRISON O BAMBER

ACCOUNTING

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FIFTH EDITION

Charles T. Horngren
Stanford University

Walter T. Harrison Jr.



Upper Saddle River, New Jersey 07458

To Betsy Willis and Becky Jones for their wisdom on learning and teaching over a 10-year period and to Michael Bamber for his insight on business practices and ethical issues in management accounting.

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About the Authors

Charles T. Horngren is the Edmund W. Littlefield Professor of Accounting, Emeritus, at Stanford University. A graduate of Marquette University, he received his MBA from Harvard University and his Ph.D. from the University of Chicago. He is also the recipient of honorary doctorates from Marquette University and DePaul University.

A Certified Public Accountant, Horngren served on the Accounting Principles Board for six years, the Financial Accounting Standards Board Advisory Council for five years, and the Council of the American Institute of Certified Public Accountants for three years. For six years, he served as a trustee of the Financial Accounting Foundation, which oversees the Financial Accounting Standards Board and the Government Accounting Standards Board.

Horngren is a member of the Accounting Hall of Fame.

A member of the American Accounting Association, Horngren has been its President and its Director of Research. He received its first annual Outstanding Accounting Educator Award.

The California Certified Public Accountants Foundation gave Horngren its Faculty Excellence Award and its Distinguished Professor Award. He is the first person to have received both awards.

The American Institute of Certified Public Accountants presented its first Outstanding Educator Award to Horngren.

Horngren was named Accountant of the Year, Education, by the national professional accounting fraternity, Beta Alpha Psi.

Professor Horngren is also a member of the Institute of Management Accountants, where he has received its Distinguished Service Award. He was a member of the Institute's Board of Regents, which administers the Certified Management Accountant examinations.

Horngren is the author of other accounting books published by Prentice-Hall: Cost Accounting: A Managerial Emphasis, Tenth Edition, 2000 (with George Foster and Srikant Datar); Introduction to Management Accounting, Twelfth Edition (with Gary L. Sundem and William Stratton); Introduction to Financial Accounting, Eighth Edition, 2002 (with Gary L. Sundem and John A. Elliott); and Financial Accounting, Fourth Edition, 2001 (with Walter T. Harrison, Jr.).

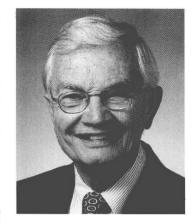
Horngren is the Consulting Editor for the Charles T. Horngren Series in Accounting.

Walter T. Harrison, Jr. is Professor of Accounting at the Hankamer School of Business, Baylor University. He received his B.B.A. degree from Baylor University, his M.S. from Oklahoma State University, and his Ph.D. from Michigan State University.

Professor Harrison, recipient of numerous teaching awards from student groups as well as from university administrators, has also taught at Cleveland State Community College, Michigan State University, the University of Texas, and Stanford University.

A member of the American Accounting Association and the American Institute of Certified Public Accountants, Professor Harrison has served as Chairman of the Financial Accounting Standards Committee of the American Accounting Association, on the Teaching/Curriculum Development Award Committee, on the Program Advisory Committee for Accounting Education and Teaching, and on the Notable Contributions to Accounting Literature Committee.

Professor Harrison has lectured in several foreign countries and published articles in numerous journals, including *The Accounting Review*, *Journal of Accounting Research*, *Journal of Accountancy*, *Journal of Accounting and Public Policy*, *Economic Consequences of*





Financial Accounting Standards, Accounting Horizons, Issues in Accounting Education, and Journal of Law and Commerce. He is coauthor of Financial Accounting, Fourth Edition, 2001 (with Charles T. Horngren and Accounting, Fifth Edition, 2002 (with Charles T. Horngren and Linda S. Bamber) published by Prentice Hall. Professor Harrison has received scholarships, fellowships, research grants or awards from PriceWaterhouseCoopers, Deloitte & Touche, the Ernst & Young Foundation, and the KPMG Foundation.



Linda Smith Bamber is Professor of Accounting at the J.M. Tull School of Accounting at the University of Georgia. She graduated summa cum laude from Wake Forest University, where she was a member of Phi Beta Kappa. She is a certified public accountant. For her performance on the CPA examination, Professor Bamber received the Elijah Watt Sells Award in addition to the North Carolina Bronze Medal. Before returning to graduate school, she worked in cost accounting at RJR Foods. She then earned an MBA from Arizona State University, and a Ph.D. from The Ohio State University.

Professor Bamber has received numerous teaching awards from The Ohio State University, the University of Florida, and the University of Georgia, including selection as Teacher of the Year at the University of Florida's Fisher School of Accounting.

She has lectured in Canada and Australia in addition to the U.S., and her research has appeared in numerous journals, including The Accounting Review, Journal of Accounting Research, Journal of Accounting and Economics, Journal of Finance, Contemporary Accounting Research, Auditing: A Journal of Practice and Theory, Accounting Horizons, Issues in Accounting Education, and CPA Journal. She provided the annotations for the Annotated Instructor's Edition of Horngren, Foster, and Datar's Cost Accounting: A Managerial Emphasis, Seventh, Eighth, and Ninth Editions.

A member of the Institute of Management Accounting, the American Accounting Association (AAA), and the AAA's Management Accounting Section and Financial Accounting and Reporting Section, Professor Bamber has chaired the AAA New Faculty Consortium Committee, served on the AAA Council, the AAA Research Advisory Committee, the AAA Corporate Accounting Policy Seminar Committee, the AAA Wildman Medal Award Committee, the AAA Nominations Committee, and has chaired the Management Accounting Section's Membership Outreach Committee. She served as Associate Editor of Accounting Horizons, and is serving as editor of The Accounting Review from 1999 to 2002.



This is what I especially like about this textbook. There are always ways of checking vourself to make sure you are understanding what you are reading. I am really impressed with the book. It is so well put together that all the subjects seem to flow together and offer a complete knowledge of the accounting world.

—Lisa Cronauer, student, Saint Leo University

[This textbook is] easy to understand and made me feel that accounting could possibly be my major. . . . This textbook [is] a valuable learning tool that will aid me in the future.

—Carrie Hupp, student, Middle Tennessee State University

Teaching accounting today means helping students navigate a changing business world. It means helping them succeed in the classroom and in their careers. Whether this is the first or only accounting course students take, learning the fundamentals of accounting can help them make better decisions, evaluate real-world situations, and understand the value of "crunching the numbers."

In Accounting, fifth ed., publisher, authors, faculty, and students target a common goal: improving student success and understanding of accounting concepts. This edition provides:

- The most motivational text and writing style
- The best assessment and reinforcement tools
- The widest assortment of technology resources
- The best free student resources
- The best service and support for faculty

We believe Accounting, fifth ed., offers the best possible system for student success, and we invite you to learn more about it. We welcome your comments and suggestions.



TARGET STUDENT SUCCESS: MOTIVATE LEARNING

Chapter Opening Vignettes and On Location! Videos

The chapter-opening vignettes thrust students into the real world of accounting—where business decisions affect the future of actual organizations. Vignettes provide the real business context for chapter topics. Companies include Target, NetGenesis, Lucent and MCI WorldCom, McDonald's, AOL Time Warner, and more.

Many of the chapter-opening vignettes are linked to our unique, custom-created On Location! Videos. Each 5- to 10-minute video provides a "plant tour" introducing students to the business professionals who are using accounting information to enhance the success of their organizations. NEW segments include Cisco, Nantucket Nectars, Teva Sandals, Oracle, and others.

You probably recognize the bulls'-eye logo. You may even do your shopping at a Target, Mervyn, Marshall Field, Dayton, or Hudson store. All these companies are part of the retail empire known as Target Corporation. It is a pacesetter in retailing: Target stores are currently the place to find the latest fashions at the best prices. Target is also a pacesetter in philanthropy and community relations. Through its Five Percent Club, the company donates 5% of its taxable income to support charities in the communities where it operates. In 2000, Target gave more than \$1 million every week to local communities. The company, which employs about 189,000 people nationwide, is considered a good employer. Working Mother magazine has recognized Target as a "Top Work Place for Women." Target sells its merchandise through nearly 900 stores in 44 states, and through its Web site on the Internet. It is one of the largest mass-merchandise retailers in the United States, ringing up sales of over \$33 billion in the year ended January 31, 2000.



NEW Featured Company: Target

The fifth edition includes the Target Annual Report both as an appendix within the text and as a separate booklet shrinkwrapped with each copy. We also highlight Target in Chapter 5 and in financial statement cases throughout the book.



Varsitybooks.com: A Textbook Case on the Fulfillment Cost Conundrum

Order the fifth edition of Accounting from Varsitybooks.com and the company arranges for Baker & Taylor—book distributors—to ship it to you immediately. Varsitybooks doesn't have a warehouse or any inventory, but it does have to pay Baker & Taylor for this convenient arrangement. How does the fledgling dot.com account for these costs?

As you know from personal experience, e-commerce has revolutionized business. It has bent certain accounting rules in the process. One such rule is that the cost of goods sold to ustomers is susually considered the "cost of goods sold" Yet, on-line powerhouses like Amazon.com and eToys, Inc. count some of this cost as "sales and marketing expenses because they never own the inventory." By Isling these "fulfillment costs" as marketing expense, new-age companies don't have to subtract the costs from their gross profit. This seemed like a good idea to Varsitybooks, and its managers announced to their auditor, KPMG, that they wanted to do the same.

After all, Varsitybooks argued, mail-order companies have always done this. And the practice would allow the new agers to keep from reporting razor-thin profit margins. For instance, if the SEC tightens the rules and makes Amazon.com account for fulfillment cost as "cost of sales," gross profit margins for the last quarter of 1999 would go from 15% to -3%. The company's sales and net profit or net loss amounts would remain the same, but analysts looked at the gross profit fligure to see how well a company can make money from basic business operations.

Small wonder that this approach is controversialf Varsitybooks.com fired KPMG when the auditors objected to it. They hirded Pricewater-house-Coopers instead, but in the end Varsitybooks had to follow the traditional accounting procedures anyway. The auditors knew best after all.

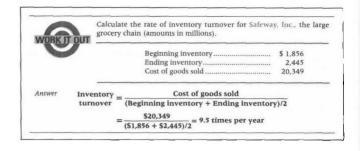
Exhibits 5-10 and 5-11 tell an interesting

NEW e-Accounting Boxes

Nothing has changed business more in recent years than the Internet. Horngren/Harrison/Bamber's new e-Accounting boxes focus on the accounting issues affecting companies doing business on the World Wide Web, such as CDNow, Priceline.com, and DHL.

Work It Out Boxes

These exercises allow students to work out problems related to text concepts. Answers are provided for immediate reinforcement.





How much did Proctor & Gamble (P&G) borrow from the bank? \$98,000 or \$100,000? How much will they pay back?

Answers

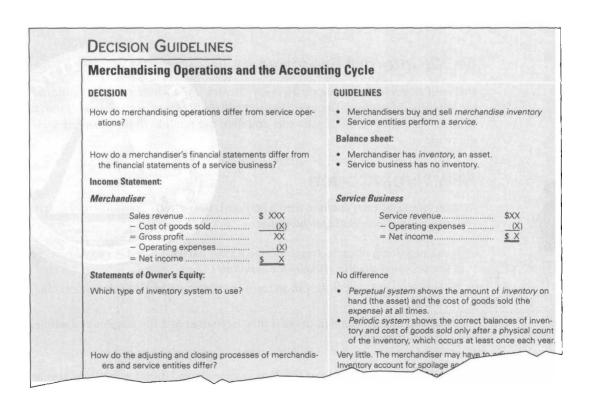
P&G borrowed \$98,000, the amount of cash the company received. They will pay back \$100,000 at maturity.

Think It Over Boxes

These exercises ask students to reflect on and apply concepts they've just learned. Again, answers are provided for immediate reinforcement.

Decision Guidelines with NEW Excel Application Problems

Why should English or engineering majors care about accounting? Easy! **Decision Guidelines** are designed to show *when, why, and how* all managers—not just accountants—use accounting information to make good business decisions. Many of the Decision Guidelines now include **optional Excel Application Problems** for a hands-on approach. Excel is the single piece of applications software every business professional must master. These problems give students a step-by-step guide to creating Excel templates to solve accounting and financial dilemmas.



NEW "Lessons Learned"

At the end of each chapter, this feature gives students the key "takeaway" lessons from the chapter that they should retain in preparation for testing.

LESSONS LEARNED

- 1. Use sales and gross profit to evaluate a company. The major revenue of a merchandising business is sales revenue, or sales. The major expense is cost of goods sold. Net sales minus cost of goods sold is gross profit, or gross margin. This amount measures the business's success or failure in selling its products at a higher price than it paid for them.
- 2. Account for the purchase and sale of inventory. The merchandiser's major asset is inventory. In a merchandising entity, the accounting cycle is from cash to inventory as the inventory is purchased for resale, and back to cash as the inventory is sold. The invoice is the business document generated by a purchase or sale transaction. Most merchandising entities allow customers to return unsuitable
- 4. Prepare a merchandise income statement may appostep format. A single-step is sections—one for revenue and a single income amou income statement has sincome from operations. It
- 5. Use the gross profit percentratio to evaluate a busine merchandiser are the gross sales revenue) and the regoods sold/average inversures

UNIQUE Concept Links

To keep previously covered material fresh in students' minds, concept links appear in the margins of the text. They explain how earlier topics are relevant to the new material being introduced. For students who need to go back and review, the margin links include a page cross reference.

Running Glossary

Is terminology important to student success? You bet! All key terms are boldface within the text at introduction, with a definition in the margin.

MORE Internet Exercises

Internet Exercises now appear in every chapter, and include such companies as eBay, Intuit Inc., Southwest Airlines, General Motors, FedEx, and Amazon.com. To do these exercises, students go first to the book Web site, and then use hotlinks to the company sites to complete the work.



NEW CyberCoach

At three points in each chapter, the CyberCoach icon directs the student to exercises on the text Web site at www.prenhall.com/horngren

- At the beginning of each chapter, to see if they have mastered concepts covered in the previous chapter. (Readiness Assessment)
- At mid-chapter, to see if they have learned chapter topics up to this point. (Mid-Chapter Assessment)
- At the end of each chapter, to see if they have mastered the chapter as a whole. (End-of-Chapter Assessment)

With CyberCoach, students can check their answers and monitor their progress as they learn. Now they're better prepared for class, for homework assignments, and for examinations.

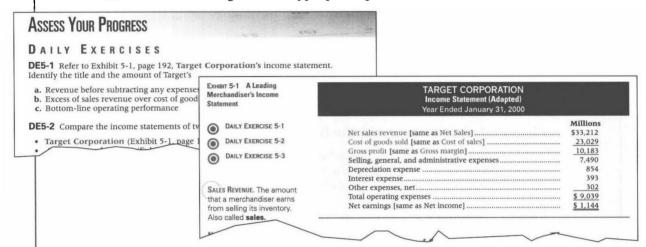


TARGET STUDENT SUCCESS: REINFORCEMENT

In addition to CyberCoach, the fifth edition offers other unique, targeted student self-evaluation materials, plus a full program of assignment exercises, problems, and cases for each chapter.

Daily Exercises

These unique, single-concept exercises appear in the end-of-chapter assignment material. Daily Exercises serve as warm-ups or confidence builders. Each is linked to the text material so that students may refer back for additional assistance. Each is also cited in the margin at the appropriate point in the text.



Enhanced PH ReEnforcer Tutorial Software*

This Windows-based tutorial software enables students to test their understanding of key concepts through a variety of exercises, with immediate feedback. A "Quick Tour" tutorial provides an overview of the program. New and enhanced exercise types include:

- Multiple Choice Questions
- Financial Statement Analysis Questions (Students manipulate a financial statement by entering transactions.)
- *T-account Problems* (Students complete journal entries, then select the T-accounts, and then enter numbers.)
- *General Problems* (Students integrate accounting terms into their vocabulary by writing journal entries, using terms from the text.)

Enhanced PHAS General Ledger Tutorial*

This Windows-based software reinforces accounting procedures through hands-on activity. Problem templates allow students to enter their own problems and complete the entire accounting cycle: journalize, post, print multiple reports, and close. A "Quick Tour" overviews the program and offers online help.

^{*}The software is free to students when downloaded from the text Web site. Students may also purchase a CD-ROM containing the software packaged to their book.



TARGET STUDENT SUCCESS: WHAT'S NEW IN

THIS EDITION

Every topic, every sentence, every word in every chapter has been carefully reviewed to

- Streamline the exposition to make text clearer and more direct.
- Enhance readability to make the text as accessible as possible to students taking accounting for the first time.
- **Place exhibits** as close to the introductory text reference as possible to make them easier for students to use and learn from.
- Integrate e-commerce, Internet, and technology information and examples wherever possible.
- Add new real-company examples, including hi-tech companies like Lucent Technologies and Cisco Systems, MCI WorldCom, Dell Computer, and dot.coms like Priceline.com, and Amazon.com.

Here are the major chapter changes:

Chapter 1: Accounting and the Business Environment

- NEW Chapter vignette: Texas Tobacco Lawyers
- NEW Continuing example of sole proprietorship: Gay Gillen eTravel
- NEW e-Accounting box; Microstrategy: A Cautionary Tale for the New Economy

Chapter 2: Recording Business Transactions

- NEW Chapter vignette: e-Retailers
- *NEW* e-Accounting box: The Seven Trillion Dollar Mistake (the Pentagon's accounting problems)

Chapter 3: Measuring Business Income: The Adjusting Process

- NEW e-Accounting box: Grossing up the Revenue: Priceline.com and Ventro
- NEW Decision Guidelines Excel exercise

Chapter 4: Completing the Accounting Cycle

- NEW Vignette: NetGenesis
- NEW e-Accounting box: A Forced Debt Ratio for South Korea's Companies
- NEW Decision Guidelines Excel exercise

Chapter 5: Merchandising Operations and the Accounting Cycle

- NEW Vignette: Target (annual report company), also used throughout chapter
- NEW e-Accounting box: Varsitybooks.com: A Textbook Case on the Fulfillment Cost Conundrum
- NEW Comparison of service entities vs. merchandisers for ease of understanding

Chapter 6: Accounting Information Systems

• *NEW* e-Accounting box: Accounting Pioneers on the Virtual Frontier (virtual/online accountants)

Chapter 7: Internal Control, Managing Cash, and Making Ethical Judgments

- NEW e-Accounting box: The Barings Bank Debacle
- NEW section on Internal Controls for e-Commerce

Chapter 8: Accounts and Notes Receivable

- NEW Vignette: NYJets/Oracle
- *NEW* e-Accounting box: Merchant Beware: Credit Cards Boom with Online Sales . . . But So Does Fraud

Chapter 9: Merchandise Inventory

- NEW Vignette: Deckers Outdoor (Teva)
- *NEW* e-Accounting box: It's a Bird . . . It's a Plane . . . It's a Warehouse! DHL Worldwide Express
- NEW Decision Guidelines Excel exercise

Chapter 10: Plant Assets and Intangible Assets

- *NEW* e-Accounting box: Singapore International Airlines: Ratcheting Up the Value of Tangibles and Intangibles
- Intangibles: expanded and updated section to reflect fact that intangibles are sometimes now more important than tangibles.

Chapter 11: Current Liabilities and Payroll

- NEW e-Accounting box: A Taxing Dilemma: Sales Tax Liability and the Internet
- Simplified and revised section on Contingent Liabilities with new and current example of Sun Microsystems and Microsoft lawsuit

Chapter 12: Partnerships

- NEW Vignette: Arthur Andersen
- NEW e-Accounting box: The Limited But Lively Life of a Dot.Com Partnership
- Updated and expanded section on S Corporations

Chapter 13: Corporations: Paid-in Capital and the Balance Sheet

- NEW e-Accounting box: UPS Delivers the Dough at Record-breaking IPO
- NEW Work It Out boxes using IHOP

Chapter 14: Retained Earnings, Treasury Stock, and the Income Statement

- NEW Vignette: America OnLine and TimeWarner
- NEW e-Accounting box: Stock Buybacks Catch On in Europe
- Streamlined and revised: Recording Stock Dividends, Stock Splits, Treasury Stock

Chapter 15: Long-Term Liabilities

- NEW Vignette on Internet startups and online information
- NEW e-Accounting box: Borrowers OnLine: Click Here to Lend Us \$6 Billion
- Extensive example material using Amazon.com and eBay throughout chapter
- Internet startups like Vista.com

Chapter 16: Investments and International Operations

- NEW Vignette: McDonald's
- *NEW* e-Accounting box: Avon Products Inc.: Staying Up When the Currency Goes Down
- Streamlined coverage of Accounting for International Operations, with new examples such as Infosys and Nokia

Chapter 17: The Statement of Cash Flows

- NEW Vignette: drkoop.com's and MotherNature.com's cash flow problems
- NEW e-Accounting box: Cash Crunch Turns CDNow into CDThen

Chapter 18: Financial Statement Analysis

- NEW Vignette: Lucent and MCI WorldCom
- NEW e-Accounting box: Peer Performance: Benchmarking on the Web
- NEW Decision Guidelines Excel exercise

Chapter 19: Introduction to Management Accounting

- NEW e-Accounting box: Refining Dining with Data Mining
- NEW section on Time-Based Competition including updated e-commerce and JIT discussion
- NEW Decision Guidelines Excel exercise

Chapter 20: Job Costing

- NEW e-Accounting box: Radio-frequency Identification System: Smart Tags for Tracking Parts and Products
- NEW Think It Over exercises on how managers can use job costing information
- NEW section: "How Technology Has Affected Job Costing"

Chapter 21: Process Costing

- NEW e-Accounting box: Using Overseas Labor to Cut Process Costs
- Step-by-step explanation of conversion costs and equivalent units in "Building Blocks of Process Costing," with detailed example

Chapter 22: Cost-Volume-Profit Analysis

- *NEW* e-Accounting box: Kozmo.com and Urbanfetch.com: Can They Continue to Deliver the Goods for Free?
- NEW continuing CVP example: e-retailer
- NEW discussion of ERP and CVP analysis
- NEW Financial Statement Case, using Target
- NEW Decision Guidelines Excel exercise

Chapter 23: The Master Budget and Responsibility Accounting

- NEW Vignette: Habitat for Humanity
- NEW section: Budgeting, Sensitivity Analysis, and Information Technology
- Responsibility Accounting revised to highlight role of budget in performance evaluation
- NEW Financial Statement case linked to Target annual report

Chapter 24: Flexible Budgets and Standard Costs

- Setting Standards: Completely revised, with new discussion of effects of e-commerce on price standards
- NEW Think It Over with user emphasis
- NEW examples of how real companies use variance information

Chapter 25: Activity-Based Costing and Other Cost Management Tools

- *NEW* e-Accounting box: Point, Click, Buy, Sell: Businesses Cut Costs by Buying and Selling Online
- Heavily revised to provide more and better coverage of ABC, including numerical examples and more user focus, plus more and better coverage of JIT
- More real-world examples and survey evidence
- NEW Discussion of supply chain management and JIT

Chapter 26: Special Business Decisions and Capital Budgeting

- NEW e-Accounting box: We Brand It, You Make It: The Outsourcing Trend
- Expanded discussion of outsourcing, including Web's role in outsourcing decisions
- NEW Decision Guidelines Excel exercise



TARGET STUDENT SUCCESS: THE TEACHING AND

LEARNING PACKAGE

ACCOUNTING, FIFTH ED., OFFERS A COMPLETE TEACHING AND LEARNING PACKAGE TO PROVIDE STUDENTS AND INSTRUCTORS WITH THE BEST AIDS TO SUCCESS. AND DEPENDING ON HOW YOU TEACH YOUR COURSE, WE OFFER ACCOUNTING, FIFTH ED., IN SEVERAL VERSIONS: HARD COVER CHAPTERS 1–26; PAPERBACKS CHAPTERS 1–13 AND CHAPTERS 12–26; AND A NEW! HARDCOVER CHAPTERS 1–18, THE FINANCIAL ACCOUNTING CHAPTERS.

TEXT ICONS



CyberCoach





EXCEL SPREADSHEET TEMPLATES



STUDENT RESOURCE CD
INSTRUCTOR COURSE ORGANIZER CD

Instructor Resources

- Annotated Instructor's Edition
- Instructor's Manual and Video Guide
- · Solutions Manual with Transparencies
- · Four-Color Teaching Transparencies
- · Test Item File
- · Prentice Hall Test Manager
- NEW Free Instructor's CD-ROM (contains all print and technology resources on CD-ROM)
- Accounting and Taxation Services Hotline (call your PH representative for hotline number and e-mail address)
- Prentice Hall Accounting Faculty Directory (call your PH representative for information)

Student Resources

- NEW Free Target Annual Report
- NEW Student CD-ROM (contains all PowerPoint slides, tutorial, and general ledger software)
- NEW Free e-BIZ: The Prentice Hall Guide to e-Business and e-Commerce in Accounting
- Free How to Study Accounting Guidebook
- NEW The Wall Street Journal discount subscription offer
- NEW MoviesDoorToDoor.com by Mark Beasley and Frank Buckless
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- NEW Premium Online Distance Learning Course (WebCT, Blackboard, Pearson CourseCompass)
- NEW Free myPHLIP companion Web site available at www.prenhall.com/horngren
- Enhanced Free ReEnforcer Tutorial Software*
- Free General Ledger Software*
- Enhanced Free Excel Spreadsheet Templates with Excel Tutorial
- Free Powerpoint Slides/Ready Notes*
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- NEW Free "Getting Started with QuickBooks" Guidebook
- NEW Free "Getting Started with Simply Accounting" Guidebook
- NEW Peachtree Software
- NEW Mastering Accounting CD-ROM
- On Location! Videos with NEW segments on Cisco, Nantucket Nectars (The Juice Guys!),
 Teva Sandals, Oracle, Amy's Ice Cream, and more
- PHACTS Tutorial Videos
- Accounting Made Easy CD-ROM (available in two CDs)

^{*}All may be downloaded at no charge from the text Web site by adopters. These items are also available on our Student CD-ROM, at a nominal price, with text purchase.



TARGET STUDENT SUCCESS: ONLINE AND INTEGRATED COURSE SOLUTIONS

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Prentice Hall offers many distinctive features for our textbook adopters—including the highest possible service from our platform partners. For several of our online courses, including Horngren/Harrison/Bamber *Accounting*, fifth ed., the Premium course provides:

- Rich, Prentice Hall custom-created course and lecture materials
- Custom-created PowerPoint slides with audio to assist students in understanding key concepts
- **Unique video segments** for each text chapter feature an accounting faculty member experienced in conducting online courses, who shares insights with students that help them (1) better prepare to read the chapter and then (2) review the key concepts and takeaway lessons prior to taking an exam.

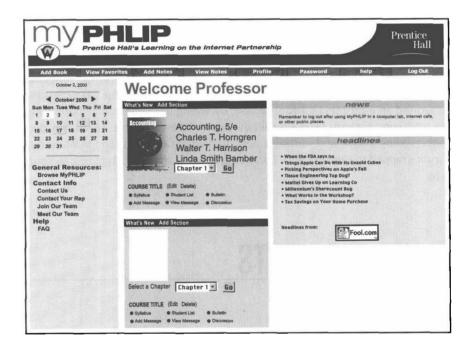
Each of these features is designed to personalize the course and enhance student understanding of the material.

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MoviesDoorToDoor.com: How Accounting Helped Make the Difference

Mark Beasley and Frank Buckless, both of North Carolina State University

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Mastering Business is a multisegment, multimedia CD-ROM series that uses video and interactive exercises. The series covers all the core business disciplines. Through dramatic situations and rigorous exercises, the Mastering Accounting CD-ROM will teach your students how to apply the fundamental concepts of accounting to practical problems facing today's dynamic organizations. The Mastering Business series has been developed around an e-business startup, CanGo. By seeing the same people handle a variety of situations in each of the segments, students learn how all the areas of a business are affected by decisions such as making a new product, going public, and starting a new marketing campaign. The Mastering Accounting CD-ROM may be shrinkwrapped to this text for a nominal fee. Go to www.prenhall.com/accountingconnection for more details.



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