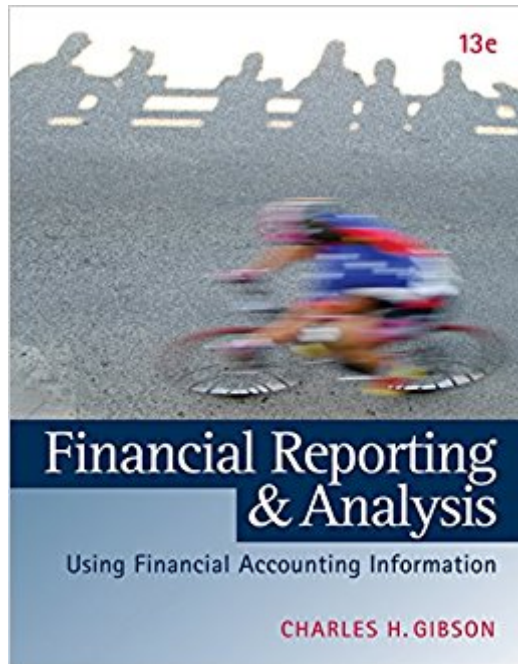




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Financial Reporting And Analysis



Synopsis

Now you can teach financial accounting from both a user's and preparer's perspective with a wealth of actual examples, cases, and real financial statements found in Gibson's **FINANCIAL REPORTING & ANALYSIS: USING FINANCIAL ACCOUNTING INFORMATION**, 13e. This effective text emphasizes the analysis and interpretation of the end result of financial reporting--financial statements. The author focuses on the language and preparation of financial statements throughout. Students analyze real financial reports, 10Ks, proxy statements, other exhibits, and cases drawn from actual companies. Nike, used as a continuing focus company throughout the text, provides the opportunity for students to become familiar with a single organization and better understand the meaning of its statements within a competitive context. In addition to a wide variety of problems, questions, cases, and Web references for practice and application, students also have access to the robust Thomson ONE: Business School Edition--the same online financial analysis tool used by Wall Street professionals every day. With the book's well-organized framework for learning and emphasis on numerous industries, your students leave the course prepared for success, no matter what area of business they pursue. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Customer Reviews

I had to purchase this for a class I was enrolling in for my MBA. The book is ok. It does include detailed explanations and plenty of examples but it is way over priced in my opinion. The textbook was helpful in understanding the financial statement notes as well as a resource to understand the ratios used to decipher the values that are displayed. The ratios are very simple, the hard part is interpreting it's significance in relation to other ratios. Overall, the book provides a good explanation of the financial statements and would be a good reference in the future but with the price tag of over \$300 I think there are many other options out there that could meet your needs at a much more reasonable cost.

Overall this is dry reading and one of the most boring books I have ever read. There are some interesting spots, but they are few and far between. I like the layout of the questions and cases studies because they helped to determine how well I was grasping the information. I do like how the various ratios are all in either front or back cover of the book.

This book assumes familiarity with accounting. If you've completed all your basic accounting courses, the material expands on interpreting financial statements. As far as the analysis portion, it covers the basics. The author presents a ratio, and for the most part, gives a simple explanation, followed by practical examples. For the most part the book is a series of case studies with financial statements and applying ratios. There are a fair amount of excerpts from different firms from different industries. Another aspect is the author cites references for topics such as GAAP rules or regulations. The references were quite useful in verifying the textbook material and applicability. For example, by following the references you could find that some of the issues were still under consideration and you could expect a possible change in the future. The textbook was helpful in understanding the financial statement notes. Most firms do disclose information, the bad part is that it's overlooked or users don't understand it. The ratios are very simple, the hard part is interpreting it's significance in relation to other ratios. For example, profitability ratios may look great, but the equity or liability ratios look horrible. As a whole, the book is a good reference in the future. Hopefully the author will add an appendice with a guided walkthrough of retrieving financial statements through Edgar and highlighting points of interest in a specific statement,

I got this book for a finance class. It's a nice addition to my accounting curriculum and helps make me better at understanding how different numbers affect the bottom lines and understanding more

about financial analysis.

I was very disappointed with the digital edition of the book. The book itself is probably a 4. But the digital edition is pretty bad. My main complaint: the secondary text color is light blue. So light, in fact, that it can barely be seen. It made reading very difficult. Accounting, something that already takes tremendous concentration to understand, now was even harder. Complaint 2: The publisher did not bother to get permission to republish many figures in the digital edition. If the digital edition was half price, it wouldn't be a big deal. But digital was full price, even for an older edition. The only reason I got the digital version is because I really don't want to add to my already large text book collection (I keep text books because they are excellent for reference information and sources for research). If you don't have a preference between digital and physical, DO NOT BUY THIS.

This Book is written at a very high level , more suitable for those who already have a good background in accountancy...for beginners this book with minimal illustrations would be unsuitable. The exercises at the end of each chapter are at a very high level , quite comprehensive and tricky at times as such requires adequate knowledge and help of instructor to solve them . This book must be supplemented(used along with) a beginner level accountancy book that gives strong foundation .

Understanding Financial Statements (9th Edition)Ormiston, Aileen M.Unless you are a CPA, this book has a lot of verbiage and not a lot of explanation. Of course I took my course online but nonetheless, book is in need a supplement, which the other book provides for little cost.

I received this book yesterday, 7/1/16 The actual content of the book is fine. Its the condition of the book that is horrible. It's a hard back book, with a torn and broken spine. Its seem to be just holding together. I will put a book cover over it to help hold it together while I get through my class, but I'm thankful I did not purchase this book. I've seen book buyers who would turn books away for less. As a rental, I recommend as the books are rented and returned have a standard checklist of what's acceptable and what's not before a book goes out for rental. Thank you.

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