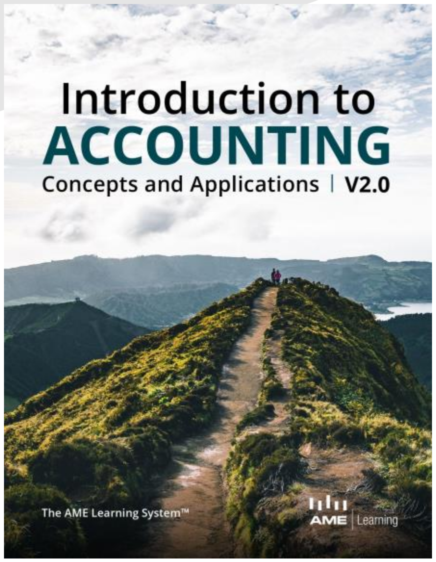
INTRODUCTION TO ACCOUNTING: CONCEPTS AND APPLICATIONS V2



Introduction to Accounting: Concepts and Applications offers an accessible overview of financial and managerial accounting for decision-making. The textbook focuses on practical applications over technical details.

- Introduces basic accounting techniques and concepts, emphasizing their real-world applications.
- Discusses essential topics such as the accounting cycle, cash management, fraud prevention, and financial statement analysis.

POWERED BY AME LEARNING

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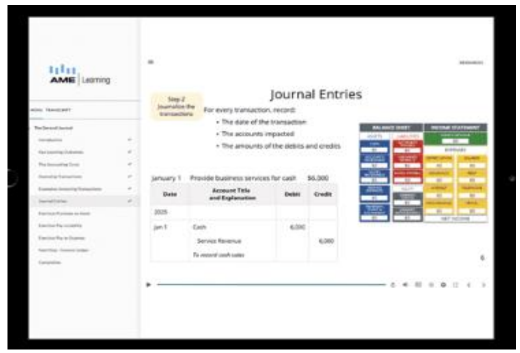

- Workbook features a new section of Practice Questions in each chapter along with new Application Questions.
- AME Engage includes a new online module on **data analytics**, to extend the coverage now provided in Chapter 10 of the textbook.
- A **running case** for chapters 2-6 follows a tour company from business set-up through posting monthly transactions to creating financial statements.

Introduction to Accounting: Concepts and Applications, V2.0	
Student Digital Package (PIN with access to etextbook, eworkbook and AME Engage)	978-1-83424-009-1

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CONTENTS

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INTRO TO ACCOUNTING TAUGHT DIFFERENTLY.

KEY LEARNING FEATURES

Making it Real to You feature contextualizes chapter topics to students' personal and professional lives.

Pause and Reflect exercises within each chapter break down complex concepts into manageable parts.

A Closer Look segments deepen understanding of underlying concepts.

In Summary highlights key points for each learning objective.

Worth Repeating segments reinforce previously learned concepts and highlight current ones.

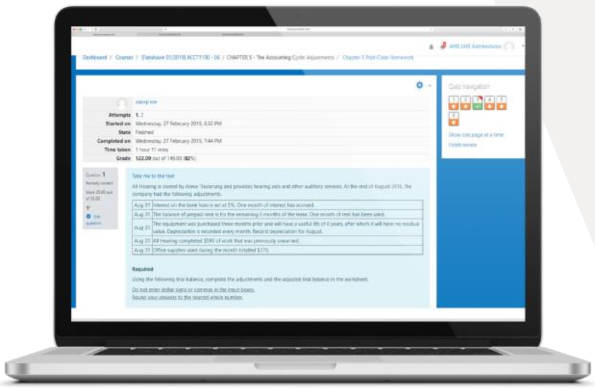
GAAP vs IFRS segments discuss differences in treatment based on accounting standards.

FOR **STUDENTS**

AME ENGAGE™

AME Engage™ is an online, interactive component of the AME Learning System featuring the Accounting Map™, a digital and

highly visual interactive balance sheet and income statement for powerful and practical transactional learning. Students will access Interactive Pre-Class Tutorials, Quizzes, and Post-Class Homework. Plus, a digital textbook and workbook allow students to quickly access homework questions and related text content.



FOR **INSTRUCTORS**

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Our AME Assistants act as your teaching assistant to help you create and curate your course and its materials.

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