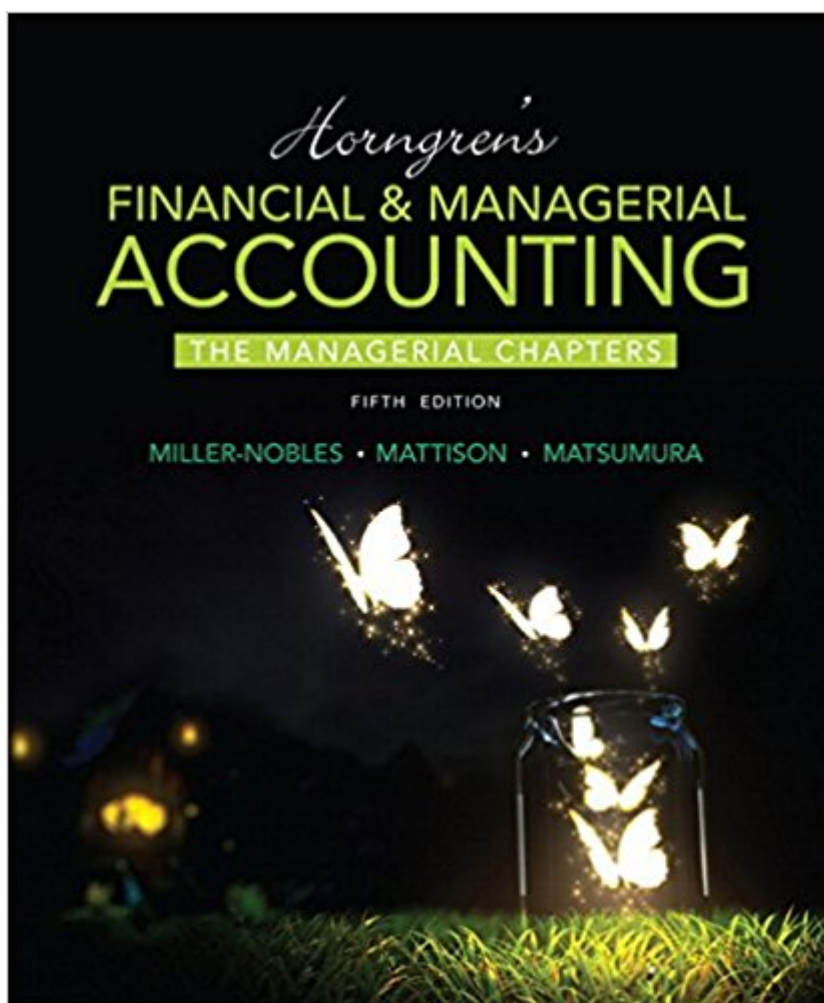




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Customer Reviews

Tracie L. Miller-Nobles Tracie L. Miller-Nobles, CPA, received her bachelor's degrees and master's degrees in accounting from Texas A&M University and is currently pursuing her Ph.D. in adult learning also at Texas A&M University. She is an Associate Professor at Austin Community College, Austin, TX. Previously she served as a Senior Lecturer at Texas State University, San Marcos, TX, and has served as department chair of the Accounting, Business, Computer Information Systems, and Marketing/Management department at Aims Community College, Greeley, CO. In addition, Tracie has taught as an adjunct professor at University of Texas and has public accounting experience with Deloitte Tax LLP and Sample & Bailey, CPAs. Tracie is a recipient of the Texas Society of CPAs Rising Star Award, TSCPA's Outstanding Accounting Educator Award, NISOD Teaching Excellence Award and the Aims Community College Excellence in Teaching Award. She is a member of the Teachers of Accounting at Two Year Colleges, the American Accounting Association, the American Institute of Certified Public Accountants, and the Texas State Society of Certified Public Accountants. She is currently serving on the Board of Directors as secretary/webmaster of Teachers of Accounting at Two Year Colleges, as a member of the American Institute of Certified Public Accountants nominations committee, and as chair of the Texas Society of CPAs Relations with Education Institutions committee. In addition, Tracie served on the Commission on Accounting Higher Education: Pathways to a Profession. Tracie has spoken on such topics as using technology in the classroom, motivating non-business majors to learn accounting, and incorporating active learning in the classroom at numerous conferences. In her spare time she enjoys spending time with her friends and family and camping, kayaking, and quilting.

Brenda L. Mattison Brenda L. Mattison has a bachelor's degree in education and a master's degree in accounting, both from Clemson University. She is currently an Accounting Instructor at Tri-County Technical College in Pendleton, South Carolina. Brenda previously served as Accounting Program Coordinator at TCTC and has prior experience teaching accounting at Robeson Community College, Lumberton, North Carolina; University of South

Carolina Upstate, Spartanburg, South Carolina; and Rasmussen Business College, Eagan, Minnesota. She also has accounting work experience in retail and manufacturing businesses. Brenda is a member of Teachers of Accounting at Two Year Colleges and the American Accounting Association. She is currently serving on the board of directors as Vice President of Conference Administration of Teachers of Accounting at Two Year Colleges. Brenda previously served as Faculty Fellow at Tri-County Technical College. She has presented at several conferences on topics including active learning, course development, and student engagement. In her spare time, Brenda enjoys reading and spending time with her family. She is also an active volunteer in the community, serving her church and other organizations.

Ella Mae Matsumura Ella Mae Matsumura, Ph.D. is a professor in the Department of Accounting and Information Systems in the School of Business at the University of Wisconsin-Madison, and is affiliated with the university's Center for Quick Response Manufacturing. She received an A.B. in mathematics from the University of California, Berkeley, and M.Sc. and Ph.D. degrees from the University of British Columbia. Ella Mae has won two teaching excellence awards at the University of Wisconsin-Madison and was elected as a lifetime fellow of the university's Teaching Academy, formed to promote effective teaching. She is a member of the university team awarded an IBM Total Quality Management Partnership grant to develop curriculum for total quality management education. Ella Mae was a co-winner of the 2010 Notable Contributions to Management Accounting Literature Award. She has served in numerous leadership positions in the American Accounting Association (AAA). She was coeditor of Accounting Horizons and has chaired and served on numerous AAA committees. She has been secretary-treasurer and president of the AAA's Management Accounting Section. Her past and current research articles focus on decision making, performance evaluation, compensation, supply chain relationships, and sustainability. She coauthored a monograph on customer profitability analysis in credit unions.

The book itself is a great tool. I prefer to read it instead of listening to a lecture. It has all the information and plenty of practice problems that you can use to understand the material better. With that there is almost too much content. For instance there are about 30 pages after every chapter and it can be annoying to carry around. It really isn't a 1000 page textbook to read but rather 600 or so.

Price of school text books, and the web site that assists this book aside, I do have to say this is more organized and much a better description of topics that often stump people. I HATE LOOSE

PAGES THOUGH. If we are going to pay 12 times or more for a book than it actually costs, make it easier for us to handle. And sometimes they rushed through various topics for space. Otherwise, one of the better books.

Great book. Huge and heavy. Renting it is a lot better than buying it and getting stuck with it. 3 part class book.

This was required in my Intro to Financial Acct class in college and it's a great price for the value. You will need to purchase a binder though, to hold it. Also be careful when opening the package. You wouldn't want the loose leaf pages to fall and get disorganized.

Not one of those typical books you want to carry around because it is heavy and thick. Besides that..it is well laid out..explains accounting terms and processes very well. I got the Lab companion and it took some time to get the hang of the Lab online..but also another good way to learn..

Excellent book. Explains the course material in a straight forward and understandable way. We also used their website for homework. The website was as good or better than the book. You could complete additional test and homework to obtain a mastery of the subject matter. I give the book, the website and the authors an A+

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