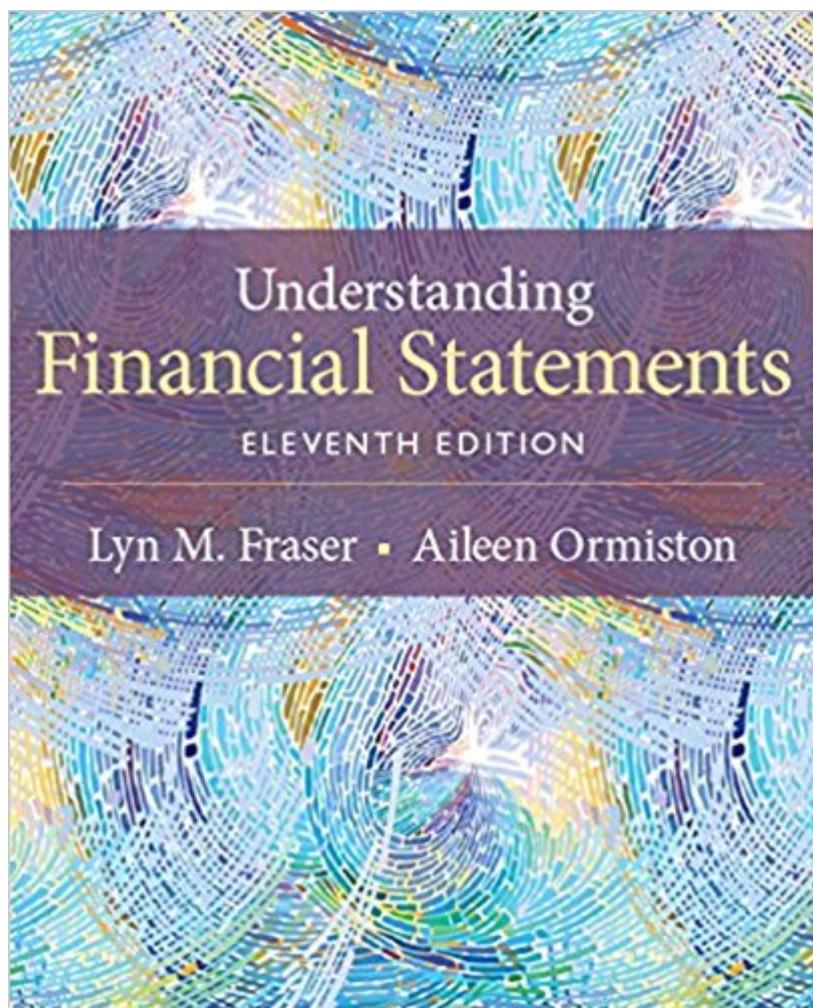


The book was found

Understanding Financial Statements (11th Edition)



Synopsis

A supplementary text for a variety of Business courses, including Financial Statement Analysis, Investments, Personal Finance, and Financial Planning and Analysis. An Analytical Approach to Understanding and Interpreting Business Financial Statements. Understanding Financial Statements improves the student's ability to translate a financial statement into a meaningful map for business decisions. The material covered in each chapter helps students approach financial statements with enhanced confidence and understanding of a firm's historical, current, and prospective financial condition and performance. The Eleventh Edition includes new case studies based on existing companies and enhanced learning tools to help students quickly grasp and apply the materials. Fraser and Ormiston presents material in an engaging fashion that helps readers make sense of complex financial information, leading to intelligent (and profitable!) decision-making.

Book Information

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Customer Reviews

Lyn M. Fraser has taught undergraduate and graduate classes in financial statement analysis at Texas A&M University and has conducted numerous seminars on the subject for executive development and continuing education courses. A Certified Public Accountant, she is the co-author with Aileen Ormiston of Understanding the Corporate Annual Report: Nuts, Bolts, and a Few Loose Screws (Prentice Hall, 2003) and has published articles in the Journal of Accountancy, the Journal of Commercial Bank Lending, the Magazine of Bank Administration, and the Journal of Business Strategies. She has been recognized for Distinguished Achievement in Teaching by the Former Students Association at Texas A&M University and is a member of Phi Beta Kappa. Lyn's most

recent publication is a new mystery novel, "Debits and Credits", published by Mainly Murder Press in 2014. Aileen Ormiston teaches in the Accounting Department in the W.P. Carey School of Business at Arizona State University and has taught in the MBA, honors, and online programs. She received her bachelor's degree in accounting from Michigan State University and a master's degree in finance from Texas A&M University. Prior to embarking on her teaching career, Aileen worked in cost accounting and also as an auditor in public accounting. She taught accounting and general business courses for 30 years at Mesa Community College, one of 13 universities and colleges that received a grant from the Accounting Education Change Commission. As a result of her pioneering work in changing accounting education, she was the recipient of the "Innovator of the Year" award from the League for Innovation in the Community College. For her service to honors students, Aileen has been named a Phi Theta Kappa mentor.

This is the rare textbook that gets right to the relevant information. It's not over-produced with page after page of elaborate graphics or other fluff that adds nothing to the learning experience. The different financial statements are broken down in a manner that makes the organization and logic of the various financial statements clear and easier to understand. This grasp of financial statements is one of the most useful things that I gained from my MBA. This book shows that a book does not need to be elaborate to be effective. While this book is useful, its price is excessive. Sure, I had to buy it for my class. That doesn't mean that I should have to spend over \$100 for a paperback book. Maybe they're just trying to offer us a lesson in market selection. Why publish books that people buy for leisure when you can publish books that people are compelled to buy. That certainly changes the motivation to purchase.

Financial statements are terrifying for most people. Usually, when they are passed around a meeting, everyone's eyes glaze over while they tune out the conversation. This book makes financial statements accessible by showing their logic and backing up the logic with practical, real-life examples.

This is a useful book for a better understanding financial statements. It provides information that is useful for Board of Directors in both non-profit and for profit organizations.

The book reads extremely well. However, since one of the "goals" of the text is to assist persons wanting to learn the basic material on their own, then the answers to the supplementary cases,

problems, etc., at the end of each chapter should be made available for either purchase or similar type problems should be made available (with the answers). When I contacted the publisher (Pearson) they sent me to the Pearsonstore to purchase student supplements. These supplements were in no way related to the book in question, and it appeared the publisher was unloading outdated stock onto unsuspecting purchasers. People if your going to publish a book that has additional questions, cases and problems for people to do, and state that the book can serve as a "stand alone text" for those wanting to utilize it, then make the answers available. Yeah there are "multiple guess" questions available with answers, however the learning by doing part comes from answering the cases, problems and additional exercises listed at the end of each chapter after the "multiple guess" questions. If not, then why make the book available for purchase. At that point it becomes a ruse. Thank God I purchased it on the site and not on Pearson's at the outrageous price of \$99. Hence my reason for the one star.

Needed the book for a class. Rented it. Great price and great condition, cannot complain

The book provides a basic understanding of financial statements, and the terminology used within the field. Glad, I purchased this book. Mt professor highly recommend this book.

The book helped me with my class and is very easy to understand with my background in Accounting Information Systems from NC State University but I only gave it 3 stars because it misses some important accounting concepts and there aren't answers to the practice problems. Otherwise a great book and mildly satisfied. It helped me in my last class so I can't complain too much. :/

In our MBA program as a refresher it was most helpful, simple and to the point as our program is fast paced.

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