

# Chapter 1

## Accounting in Business

### QUESTIONS

1. The purpose of accounting is to provide decision makers with relevant and reliable information to help them make better decisions. Examples include information for people making investments, loans, and business plans.
2. Technology reduces the time, effort, and cost of recordkeeping. There is still a demand for people who can design accounting systems, supervise their operation, analyze complex transactions, and interpret reports. Demand also exists for people who can effectively use computers to prepare and analyze accounting reports. Technology will never substitute for qualified people with abilities to prepare, use, analyze, and interpret accounting information.
3. External users and their uses of accounting information include: (a) lenders, to measure the risk and return of loans; (b) shareholders, to assess whether to buy, sell, or hold their shares; (c) directors, to oversee their interests in the organization; (d) employees and labor unions, to judge the fairness of wages and assess future employment opportunities; and (e) regulators, to determine whether the organization is complying with regulations. Other users are voters, legislators, government officials, contributors to nonprofits, suppliers and customers.
4. Business owners and managers use accounting information to help answer questions such as: What resources does an organization own? What debts are owed? How much income is earned? Are expenses reasonable for the level of sales? Are customers' accounts being promptly collected?
5. Service businesses include: Standard and Poor's, Dun & Bradstreet, Merrill Lynch, Southwest Airlines, CitiCorp, Humana, Charles Schwab, and Prudential. Businesses offering products include Nike, Reebok, Gap, Apple Computer, Ford Motor Co., Philip Morris, Coca-Cola, Best Buy, and Circuit City.
6. The internal role of accounting is to serve the organization's internal operating functions. It does this by providing useful information for internal users in completing their tasks more effectively and efficiently. By providing this information, accounting helps the organization reach its overall goals.
7. Accounting professionals offer many services including auditing, management advice, tax planning, business valuation, and money management.
8. Marketing managers are likely interested in information such as sales volume, advertising costs, promotion costs, salaries of sales personnel, and sales commissions.

# Mcgrawhill Financial Accounting 6 Edition Exercise Answers

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## **Mcgrawhill Financial Accounting 6 Edition Exercise Answers:**

**EBOOK: Accounting: What the Numbers Mean** David Marshall, Wayne McManus, Daniel Viele, 2013-02-16 Accounting has become known as the language of business This new edition is written to meet the needs of those students who will not be accountants but who do need to understand accounting to learn the key language that embarks us in the business world Marshall the leading text in the Survey market takes readers through the basics what accounting information is what it means and how it is used The authors help students succeed through clear and concise writing a conceptual focus and unparalleled technology support In using this text students examine financial statements and discover what they do and do not communicate This enables them to gain the crucial decision making and problem solving skills they need in order to succeed in a professional environment

### **E-Book Fundamental Managerial Accounting Concepts**

EDMONDS, 2016-10-16 *E Book Fundamental Managerial Accounting Concepts* *Ebook: Managerial Accounting - Global Edition* Ronald Hilton, David Platt, 2014-09-16 We are pleased to present this Global Edition which has been developed specifically to acquaint students of business with the fundamental tools of managerial accounting and to promote their understanding of the dramatic ways in which business is changing The emphasis is on teaching students to use accounting information to best manage an organization Each chapter is written around a realistic business or focus company that guides the reader through the topics of that chapter There is significant coverage of contemporary topics such as activity based costing target costing the value chain customer profitability analysis and throughput costing while also including traditional topics such as job order costing budgeting and performance evaluation Many of the real world examples in the Management Accounting Practice boxes have been revised and updated to make them more current and several new examples have been added This Global Edition has been adapted to meet the needs of courses outside the United States and does not align with the instructor and student resources available with the U S edition

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Ward, Craig Deegan, 2013-03-16 *Financial Accounting and Reporting An International Approach* is an adaptation of McGraw Hill Australia's bestselling financial accounting text *Australian Financial Accounting* by Craig Deegan authored by Anne Marie Ward of Ulster University Set within an international context with a solid grounding in IAS IFRS the book provides students with a detailed grasp of reporting requirements in an accessible and engaging manner Up to date throughout and

complete in theoretical and practical coverage the book successfully communicates the detail necessary to understand challenge and critically evaluate financial reporting The result gives students a strong foundation for current study and their future professional lives

**EBOOK: Accounting: What the Numbers Mean** MARSHALL,2016-01-08 EBOOK Accounting What the Numbers Mean **The Software Encyclopedia** ,1988 EBOOK: Financial Accounting Robert Libby,Daniel Short,Patricia Libby,2014-04-16 This Global edition has been designed specifically to meet the needs of international financial accounting students The text successfully implements a real world single focuscompany approach in every chapter The companies chosen are engaging and the decision making focus shows the relevance of financial accounting in the real world Inaddition to the latest examples of both contemporary and traditional topics new material has been added to make the content more relevant and improve learning outcomes for the international student

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