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Students interact with businesses every day_where they work, where they shop, even where they blog. At the core of these businesses are rock-solid managerial accounting fundamentals that students don't always see. Authors Wendy Tietz, Karen Braun, and Walter Harrison show the connection between accounting concepts and the businesses students interact with in their new text, *Managerial Accounting*. By presenting the accounting decisions made in companies like Target and J. Crew, this text's precise coverage of the core concepts_combined with the unlimited practice in MyAccountingLab, the text's market-leading online homework and tutorial program_gets students engaged in the learning process. With *Managerial Accounting* and MyAccountingLab, students will have more "I Get It!" moments and leave the course with a rock-solid understanding of managerial accounting.

For this edition, Wendy Tietz, of Kent State University, contributed as coauthor. Dr. Tietz is an award-winning and experienced accounting and technology educator. Together, the authors refined their philosophy for the end-of-chapter and supplementary material for the second edition.