

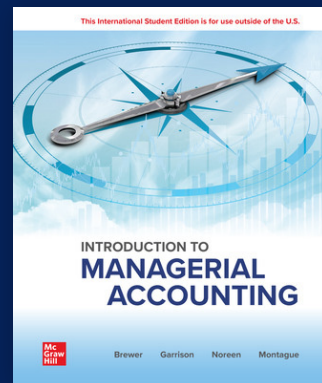


# Introduction to Managerial Accounting

Peter Brewer | Ray Garrison | Eric Noreen | Norma Montague

1266919317 • 9781266919312

2024 Release



## Overview

Brewer's Introduction to Managerial Accounting has earned a reputation as the most accessible and readable book on the market. Its manageable chapters and clear presentation point students toward understanding, just as the needle of the compass provides direction to travelers.

However, the book's authors also understand that everyone's destination may be different. Some students will become accountants, while others are destined for careers in management, marketing, or finance. Not only does the Brewer text teach students managerial accounting concepts in a clear and concise way, it also asks students to consider how the concepts they are learning will apply to the real-world situations they will eventually face in their careers. This combination of conceptual understanding and the ability to apply that knowledge directs students toward success, whatever their final destination may be.

## What You Need to Know

### Chapter Opener Features

Each chapter opens with an Entrepreneur Spotlight.

### Data Analytics

Brewer's Data Analytics Exercises teach students how to use software tools to derive managerial insights and communicate them to stakeholders.

### New\* Author-Created Learning Objective Videos

Author Pete Brewer created narrated PowerPoint videos for each chapter. There is one video for every learning objective plus chapter overview videos.

### Integrated Excel Assignments

Integrated Excel assignments seamlessly integrate the power of Microsoft Excel within Connect.



### Course Level

Managerial Accounting



### Duration of Course

1 Semester

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Integration Exercises: An Overview



## This Title has Gone Evergreen

This title is transitioning to an Evergreen delivery model. This means you will have the most relevant and up-to-date content, tools, and accessibility delivered directly to your existing McGraw Hill Connect® course, all without switching editions or building a new course from scratch. If you use the McGraw Hill eBook, your content will be updated automatically. Please talk to your representative about your options if you require a print component.

A complete list of Release Notes for this title is available within your Connect course at [connect.mheducation.com](https://connect.mheducation.com)

## Education for All? We're All In.

We offer a range of affordable, engaging learning solutions wrapped in dedicated support services to aid effective teaching and learning. Faculty and students enjoy the freedom to choose, based on their needs and course goals.



## Big Changes in this Release

- ✓ The 2024 Release includes a new set of exercises in Connect that follows managerial accounting decisions at a real small business. Each exercise features Blue Ridge Homemade Ice Cream, and everything is based on author Pete Brewer's experiences opening an ice cream shop in Asheville, NC. The serial case study that spans most of the textbook's chapters enables students to see that managerial accounting provides an integrated set of tools that support organizational planning, control, and decision making.

For more information, **contact your rep** today!