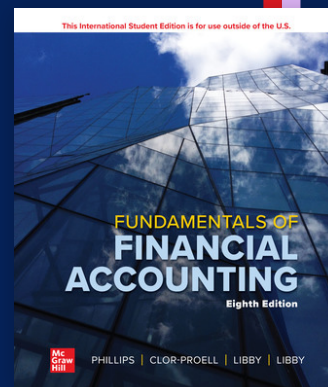


# Fundamental Financial Accounting Concepts

Thomas Edmonds | Christopher Edmonds | Mark Edmonds | Jennifer Edmonds

1266801421 • 9781266801426

2024 Release



## Overview

The Edmonds authors inspire students to explore the 'why' questions central to understanding accounting. Using a horizontal financial statements model, students investigate the impact of business events on financial statements while mastering debits and credits. Real-world company examples, career profiles, and a focus on career readiness help students from diverse business majors see how the language of business is applicable to their future.

In each chapter, the Statement of Cash Flows is highlighted, challenging students to categorize events into operating, investing, or financing activities. Complementing traditional learning methods, author created lecture-style videos, address each learning objective, providing students with a comprehensive tool to reinforce key concepts.

The Edmonds' approach shifts the course from memorizing procedures to cultivating critical thinking skills, applying accounting processes, and helping students grasp the broader picture.

## What You Need to Know

### Comprehensive Video Lectures

The Edmonds franchise includes the most comprehensive set of instructional videos lectures available on the market. Created by author, Chris Edmonds these videos cover every learning objective throughout the title.

### Tableau Dashboard Activities

Allow students to explore live Tableau dashboards directly integrated into Connect and include auto-graded questions focused on both calculations and analysis. Students can check their understanding and apply what they are learning within the framework of analytics and critical thinking.

### Course Level

Financial Accounting

### Duration of Course

1 or 2 Semesters

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## 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

**Enhanced Career Readiness.** To motivate student interest in the field of accounting, **New Career Profiles** have been added which highlight the successful and exciting careers of today's accounting professionals. A new **Career Readiness Section** has been added to the end of chapter material. This is designed to provide students with skill building assignments in key areas including Excel, Data Analytics, and Critical Thinking skills.

**Self-study Review Problems with New Videos** now include author-created tutorial videos and are assignable in Connect, auto graded, and provide feedback to students.

**Brief Exercises** have been added to the book for every learning objective and are available in Connect, auto graded, and provide feedback to students.

**Applying Integrated Excel** takes our Integrated Excel capability, where Microsoft Excel Online opens seamlessly inside Connect, to the next level. Students work with key accounting Excel formulas and functions as well as develop analytic skills with these auto-graded assignments. Videos are included in each project to support students learning new Excel skills necessary to complete the assignment.

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