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In this brand new financial accounting and reporting textbook, a 'how, why, what' approach is interwoven in each chapter. From chapter one, students understand how financial information is prepared and presented, why it is prepared and presented in this way, and what the resulting financial information means for users .

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Jennifer Maynard, BSc, ACA, is a Senior Teaching Fellow at the University of Warwick, where she teaches financial accounting and reporting at undergraduate level. This follows many years of teaching at Coventry University and international accounting firm experience. She also carries out external work for the ICAEW.

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28 Financial accounting Reporting analysis and decision ...

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Financial accounting (or financial accountancy) is the field of accounting concerned with the summary, analysis and reporting of financial transactions related to a business. This involves the preparation of financial statements available for public use.

Financial accounting - Wikipedia

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Financial statements like the balance sheet must thus provide a neutral scorecard of the effects of transactions. Investors, creditors, regulators, and other users of the financial reports make business and economic decisions based on information provided in financial statements.

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