

Financial Accounting: The Impact on Decision Makers

By Gary A. Porter, Curtis L. Norton



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Porter and Norton's real-world approach in FINANCIAL ACCOUNTING: THE IMPACT ON DECISION MAKERS, Sixth Edition, gives you an up-close perspective on how accounting truly affects businesses today. You will explore an appropriate focus company with each chapter, applying accounting principles in the context of that company's specific financial information and business strategy, giving you the real-world experience with financial data you need to succeed in business. Further, Porter and Norton's student-friendly, step-by-step decision framework guides you through a 6-step process on how to effectively use financial information early in the course, laying a stronger foundation for the more complex concepts to follow. FINANCIAL ACCOUNTING: THE IMPACT ON DECISION MAKERS, Sixth Edition, goes beyond typical texts that drill students on the numbers and procedures to address additional important issues, such as ethical dilemmas in business decisions and alternate terms you may encounter in the business world.



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Review

"Introductory accounting students are often overwhelmed and need assistance in understanding major topics of importance. POD Reviews help students understand what is most vital in the chapter information."

About the Author

Gary A. Porter earned M.B.A. and Ph.D. degrees from the University of Colorado. A recently retired Professor of Accounting, Dr. Porter taught at several universities, including San Diego State and the University of Montana, and also served as Department Chair. Widely published and the recipient of numerous teaching awards, Dr. Porter has conducted workshops in the field, has worked as a staff accountant with Deloitte & Touche, and has actively served the Illinois CPA Society, American Accounting Association, and Financial Executives International.

Curtis L. Norton received his Ph.D. from Arizona State University and an M.B.A. from the University of South Dakota. A Professor of Accounting at Northern Illinois University for more than 30 years, Dr. Norton earned the University Excellence Teaching Award and has published in THE JOURNAL OF ACCOUNTING EDUCATION, CPA REVIEW, and other journals. A member of the American Accounting Association and Financial Executives International, he also consults and conducts training for private and governmental authorities, banks, utilities, and others.

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