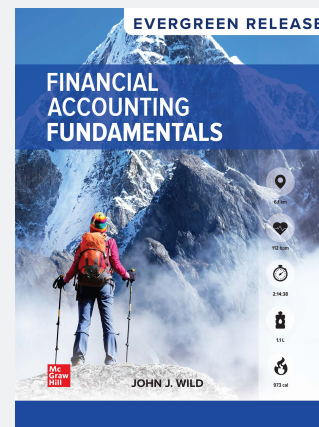




# Financial Accounting Fundamentals

John J. Wild



## Overview

*Financial Accounting Fundamentals* has helped introductory accounting students succeed for more than seven decades. With its direct, concise, and systematic approach, this title streamlines complex accounting processes and helps students build confidence by mastering key concepts and procedures. Chapter opening vignettes using dynamic entrepreneurs appeal to all students and show the relevance of accounting. Students are encouraged to think like a businessperson and apply what they learn. A robust variety of assignments provides instructors with materials to teach, assess, and challenge students on several levels. Join your colleagues and the millions of students who have used this best-selling learning system to advance their education and careers.

### Course Level

Financial Accounting

### Duration of Course

1-semester

## What You Need to Know

### Robust Video Content

**Concept Overview Videos** cover each chapter's learning objectives through a series of short videos, each followed a knowledge check question to engage students and assess comprehension. **Need-to-Know Videos** reinforce material covered in the Need-to-Know examples in the text and provide step-by-step walk-throughs of key procedures and analyses for each text block to ensure a strong understanding of key concepts. **Guided Example "Hint" Videos** are a walk through of algorithmic versions of Quick Studies, Exercises, and General Ledger assignments presented to the students as hints, providing just-in-time help as students work on their homework. Innovative and energetic **Accounting Cycle Review Videos** reinforce student understanding with a cutting-edge review to promote student success. The new **Trending Take Videos** cover trending accounting topics and key concepts in an engaging style.

### Data Analytics

**Tableau Dashboard Activities** expose students to data analytics through interpreting data visualizations to solve accounting problems. These assignments allow students to get hands-on with live Tableau Dashboards integrated seamlessly into Connect to answer auto-graded questions. **Applying Tableau** projects take students to the next level by having them build and analyze dashboards using Tableau. Students follow step-by-step instructions to create dashboards to answer auto-gradable accounting questions in Connect. Each assignment comes with a guided video to demonstrate all procedures required. No experience is necessary and Tableau access is free for students and instructors.

### Career Readiness with Excel

**Integrated Excel** assignments provide a seamless integration of Excel within Connect without the need for additional software. Integrated Excel questions allow students to work accounting problems in live, auto-graded Excel spreadsheets. **Applying Integrated Excel** assignments take our Integrated Excel capability to the next level. Students work with key accounting Excel formulas and functions while developing analytic skills with these auto-graded assignments. Videos are included as hints to support learning new Excel skills necessary to complete the assignment. **Applying Excel** assignments are the next step to help students with skill-building in Excel software. Instructional videos accompany each assignment that include all Excel steps needed for students to answer the auto-graded, critical thinking and calculations questions requiring manipulations and interpretation of data sets.

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## This Product is Evergreen™

This product is available in our Evergreen Delivery Model. This means you will have the most relevant and up-to-date content, tools, and accessibility delivered directly to your existing courses. Evergreen's release-centered approach makes using new content easy and enables digital product updates all without switching editions or building a new course from scratch. **Release Notes make it easy for you to see detailed information about new and updated digital content available with a release and can be found within your course.**

If you require a print component, please talk to your McGraw Hill representative.

## Big Picture Changes in This Release

### AI Reader is now available!

Embedded within your digital platform's eBook, this optional generative AI tool promotes active reading by helping students develop a deeper understanding of their course materials through real-time engagement and interactive support. Students can highlight specific text and request alternative explanations, simplified language, or a quick quiz to test their knowledge.

**New Environmental, Social, and Governance Coverage** Accounting experts are increasingly participating in the gathering, validation, presentation, and analysis of ESG data and initiatives. New ESG coverage and ESG Insight boxes highlight accounting's role in ESG reporting and validation.

### Real World Updates

Updated content throughout the text for the latest real-world examples, GAAP, and emerging topics such as robotic process automation (RPA), blockchain accounting, cloud computing, enterprise resource planning (ERP), and encryption controls.

### New Trending Take Videos

Jonathan Wild inspires a new generation of accounting majors with dynamic, energetic videos that bring key topics and core accounting concepts to life. This innovative video series is a valuable resource for online, hybrid, and courses. Assignable in Connect for all financial chapters, these videos seamlessly integrate with your course content to enrich your curriculum with cutting-edge material.

### Revised and Expanded Connect Assignments

New Tableau Dashboard Videos on select assignments, updated and expanded Guided Example Videos, Connect-Only Auto-Graded Test Bank, New ESG assignments available in Connect feature dashboard activities and comparisons for ESG reports across companies, and new Bite-Size Cases on Ethics and Strategic Decision Making.

### New Integrated Excel Basics Videos

These videos and exercises teach students the basics of Excel before they start Excel assignments.

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