

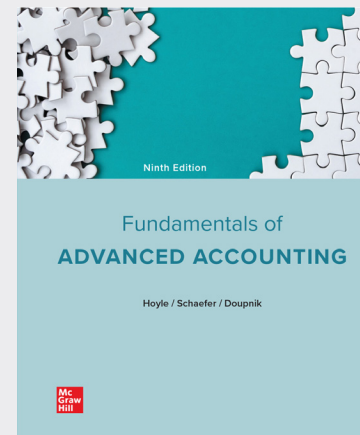


Fundamentals of Advanced Accounting

9th Edition

Hoyle, Schaefer, and Douppnik

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The 9th edition allows students to think critically, just as they will in their careers and preparing for the CPA exam. Fundamentals is a 12-chapter version of *Advanced Accounting* 15e and has a well-balanced appreciation of the accounting profession. It shows the development of financial reporting as a product of intense and considered debate that continues today and will in the future. It is praised for its easy comprehension and engaging, lively and conversational tone, and has relatable examples from Forbes, Wall Street Journal and Bloomberg Business Week throughout. Discussion questions (like mini cases) help explain the issues in practical terms. Often these cases demonstrate to students why a topic is problematic and worth considering. Strong end of chapter questions like develop your skills help students master Research, Analysis, Spreadsheet and Communication needed to pass the CPA Exam. In Connect students have UWorld CPA Review questions, SmartBook, Integrated Excel and more!

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Features

New Features

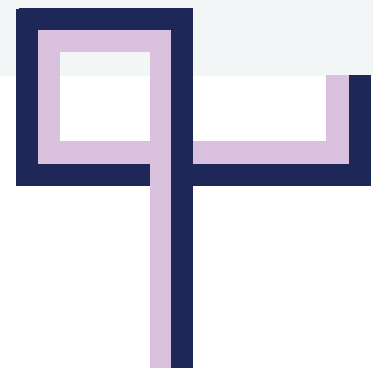
- **Integrated Excel Assignments:** Seamlessly integrated Excel with auto-grading for both correctness and formulas. Provides seamless Excel access paired with all the Connect platform's auto-grading power
- **UWorld CPA Assignments:** UWorld content is integrated directly into your Connect course and provides the highest quality CPA Exam multiple-choice questions, helping students master key concepts they will see on the CPA Exam.
- **Guided Examples** provide narrated and animated, step-by-step walkthroughs of algorithmic versions of assigned problems, providing immediate feedback and focus on the areas where students need the most guidance.
- **Hint Videos** created and narrated by text author Joe Hoyle, provide students with guidance on to how to approach key points of selected problems. These "Hint" videos are available only within Connect. The instructor can choose to turn the Hint feature on or off via assignment settings.

Retained Features

- **SmartBook 2.0®** Personalizes learning to individual student needs, continually adapting to pinpoint knowledge gaps and focus learning on concepts requiring additional study. For instructors, SmartBook tracks student progress and provides insights that guide teaching strategies and advanced instruction, for a more dynamic class experience. Our adaptive reading experience has been made more personal, accessible, productive, and mobile.
- **Static Exercises:** Direct textbook End-of-Chapter problem material.
- **Algorithmic Problems** are auto-graded exercises using different numeric values each time a problem is served up to the student.

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Take your students higher.

McGraw Hill Connect® is a complete course platform. It helps you deliver cohesive learning experiences through structured content and interactivity. When students engage with Connect, their individual needs become clear. This enables you to assign coursework, aligned to the levels of Bloom’s Taxonomy, that keeps your students moving forward on their unique learning path from foundational cognitive skills to higher-order thinking and application. The chart below shows how each asset type aligns to Bloom’s Taxonomy.

LOWER  HIGHER

ASSET	DESCRIPTION						
		REMEMBER	UNDERSTAND	APPLY	ANALYZE	EVALUATE	CREATE
Smartbook® 2.0	As students read and learn, SmartBook 2.0® assesses their comprehension of the material and actively adapts, guiding them to learn the most difficult concepts. Proven to help students raise grades, SmartBook encourages mastery and long-term retention.	✓	✓				
NEW! Author Videos	Hint Videos created and narrated by text author Joe Hoyle, provide students with guidance on to how to approach key points of selected problems. These “Hint” videos are available only within Connect. The instructor can choose to turn the Hint feature on or off via assignment settings.	✓	✓	✓			
Static Exercise Assignments	Direct textbook End-of-Chapter problem material.	✓	✓	✓	✓	✓	
Algorithmic Exercise Assignments	Algorithmic problems are auto-graded exercises using different numeric values each time a problem is served up to the student.	✓	✓	✓	✓	✓	
NEW! Integrated Excel Assignments	Seamlessly integrated Excel with auto-grading for both correctness and formulas. Provides seamless Excel access paired with all the Connect platform’s auto-grading power	✓	✓	✓	✓	✓	
UWorld CPA Assignments	UWorld content is integrated directly into your Connect course and provides the highest quality CPA Exam Simulations, helping students master key concepts they will see on the CPA Exam.	✓	✓	✓	✓	✓	

Affordability & Outcomes

Education For All

The McGraw Hill Affordability & Outcomes: Education For All program aims to clear the path for learners, instructors, and institutions as they move along their unique journeys.

Through course materials that are affordable and accessible for day one, learning tools proven to work, and support at every step, together, we can work towards a learning environment that leads to opportunity and better outcomes for all.



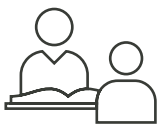
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Each instructor, institution, and learner is on a unique path. By providing trusted and peer-reviewed content and secure best-in-class technology at affordable prices with day-1 access, we are working to clear the path to access for all.



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