



Managerial Accounting

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Whitecotton, *Managerial Accounting* 3e and Connect present an integrated and proven solution designed to help attain course goals of student readiness and motivation, comprehension of content, and application of key concepts. Whitecotton, *Managerial Accounting* 3e addresses the reality of students taking the managerial accounting course: the majority of them will not become accounting majors and accountants; instead they will use accounting information in their professional lives *to make business decisions*. Therefore, the greatest challenges instructors have are to engage these students in the managerial accounting course, keep the students motivated throughout the course, and teach them accounting in a way that connects conceptual understanding to the real world, so students will be able to analyze and apply their managerial accounting knowledge successfully in careers as managers in the world of business. Whitecotton 3e will engage and motivate students by presenting accounting in the context of real, recognizable companies like Apple, Starbucks, and California Pizza Kitchen, then integrate those companies throughout the chapters. This will allow students to see accounting information being used to make real business decisions in companies that are part of their lives, helping them connect their learning to the real world. **McGraw-Hill Connect Accounting** provides a complete digital solution with a robust online learning and homework management system, an integrated media-rich eBook, assignable end-of-chapter material, algorithmic functionality, and reporting capabilities.

Contained within *Connect Accounting* is McGraw-Hill's SmartBook, the first and only adaptive eBook on the market, which is designed to help students learn faster, study more efficiently, and retain more knowledge for greater success. In addition, Guided Examples provide students with narrated and animated, step-by-step walkthroughs of algorithmic versions of assigned exercises. In addition, Interactive Presentations deliver learning objectives in an interactive environment, giving students access to course-critical content anytime, anywhere. Auto-Graded Excel Simulations, assignable within Connect Accounting, allow students to practice their Excel skills--such as basic formulas and formatting--within the context of accounting. These questions feature animated, narrated Help and Show Me tutorials (when enabled), as well as automatic feedback and grading for both students and professors.

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Eric Herr says

Very easy to read and comprehend. Well laid out text book with good "real-life" examples. One I will refer back to time and time again.

Chad Quintero says

One of the best written, easiest to understand accounting books that I have ever read. It really makes the subject understandable and relatable to the real world. If you are in a management position, I recommend reading this book.
