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## KEY=15TH - RILEY SIDNEY

## MANAGERIAL ACCOUNTING (16TH EDITION)

## GUAN LI KUAI JI (YING WEN BAN YUAN SHU DI 16 BAN)

## FINANCIAL ACCOUNTING

## STUDY GUIDE, VOLUME 1, CHAPTERS 1-15 TO ACCOMPANY FINANCIAL ACCOUNTING 14E, AND FINANCIAL & MANAGERIAL ACCOUNTING 15E

*McGraw-Hill/Irwin* The Study Guide, written by the text authors, provides chapter summaries, detailed illustrations, and a wide variety of self-study questions, exercises, and multiple-choice problems (with solutions).

## FINANCIAL ACCOUNTING

With interesting, real-world examples and conveyed in a student-friendly conversational writing style, the authors have developed a unique set of materials based directly on their collective years in the classroom. With frequent review exercises, highlighting of common mistakes, and integrating the course with a running continuing problem, this text offers a concise learning framework to show that accounting consists of three major processes: measuring, analyzing, and communicating. By tying each lesson into this framework, instructors can continue to improve student outcomes.

## MANAGERIAL ACCOUNTING

*Ingram Garrison* - Your guide through the challenging waters of managerial accounting. For centuries, the lighthouse has stood as a beacon of guidance for mariners at sea. More than an aid to navigation, the lighthouse symbolizes safety, permanence, reliability, and the comforts of the familiar. For this reason, we have chosen to illustrate the Canadian eighth edition of *Managerial Accounting* by Garrison, Chesley, Carroll and Webb with an image that encapsulates the greatest strengths of this market leading text. Garrison is your guide through the challenging waters of managerial accounting. It identifies the three functions managers must perform within their organizations—plan operations, control activities, and make decisions—and explains what accounting information is necessary for these functions, how to collect it, and how to interpret it. *Managerial Accounting 8ce* focuses, now as in the past, on three qualities: Relevance, Balance and Clarity. The authors' steady focus on these core elements has led to tremendous results! As seafarers look to the lighthouse for direction along unfamiliar shore, so too can Garrison act as a compass for students seeking to master this course.

## ALTERNATE EXERCISES AND PROBLEMS FOR USE WITH INTERMEDIATE ACCOUNTING, THIRD EDITION

*Irwin Professional Pub*

## EBOOK: MANAGERIAL ACCOUNTING - GLOBAL EDITION

*McGraw Hill* We are pleased to present this Global Edition, which has been developed specifically to acquaint students of business with the fundamental tools of managerial accounting and to promote their understanding of the dramatic ways in which business is changing. The emphasis is on teaching students to use accounting information to best manage an organization. Each chapter is written around a realistic business or focus company that guides the reader through the topics of that chapter. There is significant coverage of contemporary topics such as activity-based costing, target costing, the value chain, customer profitability analysis, and throughput costing while also including traditional topics such as job-order costing, budgeting, and performance evaluation. Many of the real-world examples in the Management Accounting Practice boxes have been revised and updated to make them more current and several new examples have been added. This Global Edition has been adapted to meet the needs of courses outside the United States and does not align with the instructor and student resources available with the U.S. edition.

## LOGIC AND COMPUTER DESIGN FUNDAMENTALS

Featuring a strong emphasis on the fundamentals underlying contemporary logic design using hardware description languages, synthesis and verification, this text focuses on the ever-evolving applications of basic computer design concepts.

## ICMLG 2018 6TH INTERNATIONAL CONFERENCE ON MANAGEMENT LEADERSHIP AND GOVERNANCE

*Academic Conferences and publishing limited* These proceedings represent the work of researchers participating in the 6th International Conference on Management, Leadership and Governance (ICMLG 2018) which is being hosted this year by the Institute for Knowledge and Innovation Southeast Asia (IKI-SEA), a Centre of Excellence of at Bangkok University, Thailand on 24-25 May 2018.

## CORPORATE TAX BASE IN THE LIGHT OF THE IAS/IFRS AND EU DIRECTIVE 2013/34: A COMPARATIVE APPROACH

*Kluwer Law International B.V.* The recent relaunch of the European Commission's Common Consolidated Corporate Tax Base (CCCTB) project promises a sorely needed leap forward in the harmonization of the rules by which companies calculate their taxable profits. In particular, the initiative hopes to remedy the severe barrier to cross-border business caused by the 'the accounting Tower of Babel' by which companies' tax bases are determined under national law. This thorough analysis and commentary covers the influence of accounting rules on tax, considering both generally accepted standards - international accounting standards (IAS) and international financial reporting standards (IFRS) - and EU Directive 2013/34. Three introductory chapters usher in detailed comparative overviews of the effect of these rules on taxation in nine EU Member States as well as in two other major EU trading partners, the United States and Brazil. Fully explaining the remarkable recent improvement in the comparability of accounts that represent favourable preconditions for creating a single market for financial services within the EU, this book covers every relevant detail, including the following and much more: - criterion of evaluation of alternative fixed assets based on revaluated amounts; - criterion based on fair value; - provisions applicable to income statements, notes, reports, and financial statements; - rules applicable to the publication of documents; - transparency in payments to governments; - dispositions on exemptions; - hierarchy of general provisions and principles; - balance sheet and profit and loss account; - simplifications for small and medium-sized enterprises (SMEs); - system of creditors' protection; and - protection of investors' interests. This book is a peerless explication of the taxation choices granted to Member States under IAS/IFRS and EU Directive 2013/34 and how they will be affected by ongoing Commission initiatives. Because relevant, timely, reliable, and comparable information assumes a leading role in protecting the interests of investors, creditors, and other stakeholders, as well as in ensuring that all operators act on a level playing field under equal conditions, the analysis presented here is of immeasurable value to lawyers, business persons, and officials concerned with taxation, not only in Europe but anywhere within the reach of international trade.

## THE MCGRAW-HILL 36-HOUR ACCOUNTING COURSE

*McGraw-Hill Companies* The book that has made accounting accessible to tens of thousands of managers--in just 36 hours of self-paced study--is back in a new edition that guides readers over the altered business terrain of the '90s. Features an array of learning enhancements, including a study plan,

self-tests, a 100-question final exam, and more. 12 illustrations.

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## **INSTRUCTOR'S RESOURCE MANUAL, VOLUME 2, CHAPTERS 15-26 TO ACCOMPANY FINANCIAL AND MANAGERIAL ACCOUNTING**

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### **A BASIS FOR BUSIN**

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### **MANAGERIAL ACCOUNTING FOR MANAGERS**

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### **HANDBOOK OF SUSTAINABILITY-DRIVEN BUSINESS STRATEGIES IN PRACTICE**

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*Edward Elgar Publishing Sustainability is a top priority for organizations and a key strategy in corporate agendas, but the effective deployment of any strategy demands that the strategy is consistent, functional, and aligned. This Handbook advocates sustainability strategies that encompass environmental, social, and economic dimensions at department-level.*

### **EBOOK: MANAGERIAL ACCOUNTING**

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*McGraw Hill Ebook: Managerial Accounting*

### **ACCOUNTING THOUGHT AND PRACTICE REFORM**

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### **RAY CHAMBERS' ODYSSEY**

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*Routledge Raymond John Chambers was born just over a century ago on 16 November 1917. It is more than fifty years since his first classic, Accounting, Evaluation and Economic Behavior, was published, more than forty since Securities and Obscurities: Reform of the Law of Company Accounts (republished in 1980 as Accounting in Disarray) and over twenty since the unique An Accounting Thesaurus: Five Hundred Years of Accounting. They are drawn upon extensively in this biography of Chambers' intellectual contributions, as are other of his published works. Importantly, we also analyze archival correspondence not previously examined. While Chambers provided several bibliographical summaries of his work, without the benefits of reviewing and interspersing the text with correspondence materials from the Chambers Archive this study would lack an appreciation of the impact of his early childhood, and nuances related to his practical (including numerous consultancies) and academic experiences. The 'semi-biographical narrative' codifies article and editorial length exercises by the authors drawing on parts of the archive related to theory development, measurement and communication. Other parts are also examined. This allows us to respond to those critics who claim his reforms were naive. They further reveal a man of theory and practice, whose theoretical ideas were solidly grounded on observations from his myriad interests and experiences. Many of his practical experiences have not been examined previously. This approach and the first book-length biography differentiates this work from earlier analyses of Chambers' contribution to the accounting literature. We provide evidence to support the continued push for the reforms he proposed to accepted accounting thought and practice to ensure accounting is the serviceable technology so admired by Pacioli, Da Vinci and many other Renaissance pioneers. It will be of interest to researchers, educators, practitioners and regulators alike.*

### **PRACTICE MADE PERFECT**

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### **A COMPLETE GUIDE TO VETERINARY PRACTICE MANAGEMENT**

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*American Animal Hosp Assoc*

### **MANAGERIAL ACCOUNTING FOR MANAGERS**

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*McGraw-Hill Education Managerial Accounting for Managers, 4th edition by Noreen/Brewer/Garrison is based on the market-leading managerial accounting solution, Managerial Accounting, by Garrison, Noreen and Brewer. The Noreen solution presents integrated and proven solutions designed to help attain course goals of student readiness, comprehension of content, and application of key concepts in the managerial accounting course, while addressing the needs of instructors who do not wish to teach the financial accounting-oriented content that is included in the Garrison solution (no debits/credits). Of the three programs in the Garrison franchise (the Brewer solution, the Garrison solution, and the Noreen solution), the Noreen solution is the most pure management accounting content. The other two programs contain greater coverage of financial accounting topics. Managerial Accounting for Managers 4e is geared towards professors who love Garrison's market-leading managerial accounting content but prefer to approach their course by eliminating the debits and credits coverage. The Noreen solution includes the managerial accounting topics such as Relevant Costs for Decision Making, Capital Budgeting Decisions, and Segment Reporting and Decentralization, however, the job-order costing chapter has been extensively rewritten to remove all journal entries. Furthermore, the chapters dealing with process costing, the statement of cash flows, and financial statement analysis have been dropped to enable professors to focus their attention on the bedrocks of managerial accounting—planning, control, and decision making. McGraw-Hill's Connect Accounting offers a complete digital solution combines all the great features of Connect Accounting including McGraw-Hill's SmartBook, powered by LearnSmart, which is designed to help students learn faster and more efficiently, and retain more knowledge for greater success. In addition, Interactive Presentations deliver learning objectives in an interactive environment, giving students access to course-critical content anytime, anywhere. Guided Examples provide students with narrated and animated, step-by-step walkthroughs of algorithmic versions of assigned exercises. 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.*

### **ACCOUNTING IN ASIA**

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*Emerald Group Publishing "Papers cover subjects such as Executive compensation and corporate governance with special reference to Bangladesh; leading companies in India; Fraudulent Financial Reporting. Non-financial performance measures and performance relationship in the Bangladeshi manufacturing firms.*

### **THEORY AND PRACTICE OF CORPORATE SOCIAL RESPONSIBILITY**

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*Springer Science & Business Media Modern businesses and organizations understand that corporate social responsibility (CSR) has become an important factor for sustainable success. At the same time CSR has established itself as a widely accepted element of courses in managerial training and education. This book, designed to support CSR teaching, collects 14 essays that clearly illustrate and explain the benefits and challenges of socially responsible corporate policies. Aligning theory and practice, the book focuses on four central themes: management, environment and sustainability, corporate social responsibility, and accounting and financial reporting. Business students and experienced managers alike will find this book a valuable resource that helps them to discover the strong forces that link successful management with corporate social responsibility.*

### **INTRODUCTION TO MANAGERIAL ACCOUNTING**

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*McGraw-Hill College Introduction to Managerial Accounting by Folk/Garrison/Noreen is based on the market-leading text, Managerial Accounting, by Garrison and Noreen. However, this is not simply a briefer book with chapters removed; it has been rethought and retooled to meet the needs demanded by the market: a more accessible, yet thorough student-friendly text that satisfies the basic needs of the managerial accounting student without unnecessary depth on advanced topics associated with the follow-up course, cost accounting/cost management. Faculty and students alike will find this new text has retained the hallmark features of the Garrison/Noreen text: author-written supplements; excellent readability; terrific examples; thorough, relevant, and balanced end of chapter material. In sum, this is a book instructors can count on!*

### **FINANCIAL DECISION-MAKING FOR ENGINEERS**

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*Yale University Press* 10.2.2 Individual decision-making skills -- 10.2.3 Group decision-making skills -- 10.2.4 Organizational-level attributes -- 10.3 Case studies to explore in teams -- 10.4 Case A: The team that wasn't -- 10.4.1 Background -- 10.4.2 Grand challenge -- 10.5 Case B: Disruptive innovation at Tonowanda -- 10.5.1 Background -- 10.5.2 Grand challenge -- 10.6 Case C: Die Cast Testing -- 10.6.1 Background -- 10.6.2 Grand challenge -- 10.7 Case D: Welcome to FR4 -- 10.7.1 Background -- 10.7.2 Grand challenge -- A: Problems and Problem-Solving -- A.1 Design process analogy -- A.2 Two basic categories of problems -- A.3 Organizational form -- A.4 Problem solution outcomes -- B: Mechanics of Accounting -- B.1 Learning objectives -- B.2 Accounting to support financial statements -- B.2.1 T-accounts -- B.2.2 Chart of accounts -- B.2.3 General journal -- B.2.4 General ledger -- B.2.5 Adjusting entries -- B.3 Problems to explore -- C: Reference Tables -- D: Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- K -- L -- M -- N -- O -- P -- R -- S -- T -- U -- V -- W

## HANDBOOK OF RESEARCH ON THEORY AND PRACTICE OF GLOBAL ISLAMIC FINANCE

*IGI Global* As an emerging global phenomenon, Islamic economics and the financial system has expanded exponentially in recent decades. Many components of the industry are still unknown, but hopefully, the lack of awareness will soon be stilled. The Handbook of Research on Theory and Practice of Global Islamic Finance provides emerging research on the latest global Islamic economic practices. The content within this publication examines risk management, economic justice, and stock market analysis. It is designed for financiers, banking professionals, economists, policymakers, researchers, academicians, and students interested in ideas centered on the development and practice of Islamic finance.

## MANAGEMENT ACCOUNTING: PRINCIPLES & PRACTICE, 3RD EDITION

*Vikas Publishing House* This book is meant for students of accounting, management and business studies. It not only describes the principles, procedures and techniques of management accounting, but also explains and analyses the core concepts that have driven the development of the subject for decades. The book is a perfect blend of conceptual and practical approaches to accounting. NEW IN THIS EDITION □ Completely revised and updated □ New chapters on strategic management accounting, product costing, and service costing □ Coverage of total quality management (TQM), just-in-time (JIT), life cycle costing, and Kaizen costing □ Worked out solutions to problems and latest professional examination questions

## THE PRACTICE OF LENDING

## A GUIDE TO CREDIT ANALYSIS AND CREDIT RISK

*Springer Nature* This book provides a comprehensive treatment of credit risk assessment and credit risk rating that meets the Advanced Internal Risk-Based (AIRB) approach of Basel II. Credit risk analysis looks at many risks and this book covers all the critical areas that credit professionals need to know, including country analysis, industry analysis, financial analysis, business analysis, and management analysis. Organized under two methodological approaches to credit analysis—a criteria-based approach, which is a hybrid of expert judgement and purely mathematical methodologies, and a mathematical approach using regression analysis to model default probability—the book covers a cross-section of industries including passenger airline, commercial real estate, and commercial banking. In three parts, the sections focus on hybrid models, statistical models, and credit management. While the book provides theory and principles, its emphasis is on practical applications, and will appeal to credit practitioners in the banking and investment community alongside college and university students who are preparing for a career in lending.

## FINANCIAL AND MANAGERIAL ACCOUNTING

## THE BASIS FOR BUSINESS DECISIONS

"As our eyes are drawn upward to the skyline of great cities, it's important to remember that these impressive constructions are able to reach such heights only because their foundations are strong. In much the same way, being successful in the business world begins with fundamental courses like financial and managerial accounting. It is only when students have a firm grasp of concepts like the accounting cycle and managerial decision making that they have a base on which to stand, a strong foundation on which to grow. In this edition, as before, the Williams team has revised the text with a keen eye toward the principle of helping students establish the foundation they will need for future success in business. However, through new coverage of International Financial Reporting Standards and a revised globalization chapter, the Williams book also introduces students to larger themes and evolving concerns. This dual emphasis allows students to keep their eyes trained upward even as they become solidly grounded in accounting fundamentals"--

## PRACTICE-RELEVANT ACCRUAL ACCOUNTING FOR THE PUBLIC SECTOR

## PRODUCERS' AND USERS' PERSPECTIVES

*Springer Nature* This book addresses the necessary developments and adjustments that can be regarded as a promising starting point for making accrual accounting a more practice-relevant for the public sector entities. Specifically, the main focus is on Reshaping the application of accrual accounting principles and assumptions to fit the context of public sector entities; Developing a practice-relevant holistic accounting approach for governmental capital assets, which has been based on developing and reshaping the assets recognition criteria; Scope of general purpose financial reporting from an accountability perspective; Suggesting a sustainable accounting approach for reporting on the long-term fiscal sustainability; Developing a dynamic model for making public sector accrual accounting a more user practice relevant; and finally, Developing a theory of accounting information usefulness, which explains how cognitive aspects do influence the use/non-use of accounting information by the politicians. Fundamentally, the book has tackled these necessary developments and adjustments from both the producer's and the user's perspectives.

## THE DYNAMICS OF CORPORATE SOCIAL RESPONSIBILITY

## A CRITICAL APPROACH TO THEORY AND PRACTICE

*Springer* This book explores recent developments in the theory, strategic perspective and international practice of corporate social responsibility. In particular it discusses the consequences of the economic slowdown apparent in many economies and the impact of changes in the regulatory environment. It consists of three parts: Part one addresses a variety of theoretical approaches as well as the dynamics and criticism of corporate social responsibility. It takes into account social and governmental expectations for the new and extended role of companies in the economy and in society, and provides a new context and theoretical assumptions regarding the functions and tasks of corporate social responsibility. Part two discusses the practical aspects relating to strategic management and corporate governance, corporate disclosure and reporting, as well as the empowerment of stakeholders. Lastly, part three focuses on the international practice of corporate social responsibility in various organizational and institutional settings. Using numerous case studies, the book explores the challenges and tasks of CSR in emerging markets, in the fashion industry and in global and family companies. It identifies the changes that can be detected following the financial crisis, closing the loop and linking the empirical findings with the revised theoretical framework.

## PRINCIPLES OF ACCOUNTING VOLUME 1 - FINANCIAL ACCOUNTING

The text and images in this book are in grayscale. A hardback color version is available. Search for ISBN 9781680922929. Principles of Accounting is designed to meet the scope and sequence requirements of a two-semester accounting course that covers the fundamentals of financial and managerial accounting. This book is specifically designed to appeal to both accounting and non-accounting majors, exposing students to the core concepts of accounting in familiar ways to build a strong foundation that can be applied across business fields. Each chapter opens with a relatable real-life scenario for today's college student. Thoughtfully designed examples are presented throughout each chapter, allowing students to build on emerging accounting knowledge. Concepts are further reinforced through applicable connections to more detailed business processes. Students are immersed in the "why" as well as the "how" aspects of accounting in order to reinforce concepts and promote comprehension over rote memorization.

## ANALYTICAL CORPORATE VALUATION

## FUNDAMENTAL ANALYSIS, ASSET PRICING, AND COMPANY VALUATION

*Springer* This book integrates the models employed in the fundamental analysis of a company with the models used by investors in the capital markets to diversify risks and maximize expected returns. The underlying thesis is that the company creates value only if the return on capital invested exceeds

the cost of capital, while the objective is to demonstrate how integration of the fields of corporate finance and asset pricing enables comprehensive and accurate company valuation. Companies can thrive only if they are able to create value for shareholders over time. A company's value creation and the correct approach to its measurement require two main skills: first, the ability to analyze and evaluate the company's fundamentals with respect to its business model and its performance over time; and second, knowledge of investors' models with regard to risk diversification and return maximization from which the cost of capital for the firm is derived. Based on this perspective, the book combines rigorous quantitative analysis with effective use of graphics to aid intuitive understanding.

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### **EBOOK: ACCOUNTING: UNDERSTANDING AND PRACTICE**

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*McGraw Hill* The fourth edition of Accounting: Understanding and Practice by Danny Leiw and Robert Perks has been fully revised throughout and updated in accordance with the International Financial Reporting Standards. Ample practice illustrations and examples help present the subject in relation to a business world to which readers can easily relate.

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### **CANADIANA**

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### **INTERMEDIATE ACCOUNTING**

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### **INTRODUCTORY FINANCIAL ACCOUNTING AND REPORTING**

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*McGraw-Hill Education (UK)* Introductory Financial Accounting is a short revision text presenting the essentials that students have to learn to pass their first financial accounting module. The topics have been chosen by assessing how likely they are to appear in the exam. This is the second book in the Essential Revision in a Hurry series.

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### **KNOWLEDGE MANAGEMENT**

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#### **THEORY IN PRACTICE**

*SAGE* An overview of what knowledge management is, the theoretical basis behind it, and practical insights into how it can be implemented effectively in a professional setting. Starting with a discussion of how knowledge management has evolved, how it adds value for organisations, and how it's success can be measured. The book then covers best practice and the key activities associated with doing knowledge management, including knowledge strategy, managing knowledge loss and knowledge sharing. Finishing with a discussion of knowledge management's role in international business and what future developments are expected in the field. Practical insights are drawn from around the world, with case studies such as how NASA forgot how to send a man to the Moon, Acer: The smiling Asian tiger, and why Saudi Arabia's experts do not learn from overseas experts. The book is supported by online resources for lecturers and students, including PowerPoint slides, an instructor's manual, access to SAGE journal articles, and scorecards for measuring usefulness of knowledge management tools. Suitable reading for undergraduate and postgraduate business and management students on knowledge management & organizational learning modules.

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### **AN ESSENTIAL GUIDE TO HEARING AND BALANCE DISORDERS**

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*Psychology Press* An Essential Guide to Hearing and Balance Disorders consolidates the most significant clinical aspects of hearing and balance disorders, ranging from cause and diagnosis to treatment and cure. Experts in various subspecialties of this extensive topic introduce readers to the most sophisticated and state of the art methods of diagnosis and treatment. Each chapter expands on a specific topic area along the continuum of how medical personnel diagnose hearing and balance disorders, to how surgical implantation of the cochlea and rehabilitation can remedy various conditions. In concise format, the book begins with a case history and follows with comprehensive descriptions of current knowledge regarding fundamental causes of hearing loss and balance disorders, as well as a thorough examination of objective assessment. The latter half of the volume presents specialized treatment and rehabilitative options for various disorders. The chapters in this part cover special topics and conclude with pertinent case studies. Unique areas of discussion in a text of this kind include: genetics of deafness pediatric hearing loss and hearing loss later in life business essentials in audiology private practice professional issues, such as ethics, methods of practice, and conflicts of interest. As its title implies, this book is critically important for all students and professionals in hearing/balance related disciplines, including audiology, otolaryngology, general medicine, and rehabilitation oriented allied health care occupations.

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### **ACCOUNTING RESEARCH, BRIDGING THE GAP BETWEEN THEORY AND PRACTICE**

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### **SELECTED PAPERS PRESENTED AT THE UCLA ACCOUNTING - INFORMATION SYSTEMS RESEARCH PROGRAM CONFERENCE, MAY 7, 1976**

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### **THE THEORY OF CAPITAL STRUCTURE - HOW THEORY MEETS PRACTICE IN THE GERMAN MARKET**

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*ibidem-Verlag / ibidem Press* The theory of capital structure is one of the most exciting and complex topics in corporate finance. After many years of debate it is still extremely difficult to provide a conclusive answer to the question which capital structure maximises the value of a company and what factors determine the optimal mix of debt and equity capital. This book provides a comprehensive introduction to capital structure theory and investigates its practical relevance in the German market. The main objectives are to explore the link between capital structure theory and corporate practice and to test determinants of capital structure choice empirically. The book has been written for students, researchers, and academics, but also for practitioners seeking empirical evidence of capital structure theory and an empirical model that can be used to estimate the optimal level of debt for an individual company in relation to an existing industry optimum.

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### **EURASIAN ECONOMIC PERSPECTIVES**

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### **PROCEEDINGS OF THE 28TH EURASIA BUSINESS AND ECONOMICS SOCIETY CONFERENCE**

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*Springer Nature* This book gathers selected papers from the 28th Eurasia Business and Economics Society (EBES) Conference, held in Coventry, United Kingdom. While the theoretical and empirical papers presented cover diverse areas of economics and finance in various geographic regions, the main focus is on the latest research concerning the economics of innovation, finance and macroeconomics. The book also includes regional studies.

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### **EBOOK: ACCOUNTING: WHAT THE NUMBERS MEAN**

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*McGraw Hill* Accounting has become known as the language of business. This new edition is written to meet the needs of those students who will not be accountants but who do need to understand accounting to learn the key language that embarks us in the business world. Marshall, the leading text in the Survey market, takes readers through the basics: what accounting information is, what it means, and how it is used. The authors help students succeed through clear and concise writing, a conceptual focus and unparalleled technology support. In using this text, students examine financial statements and discover what they do and do not communicate. This enables them to gain the crucial decision-making and problem-solving skills they need in order to succeed in a professional environment.