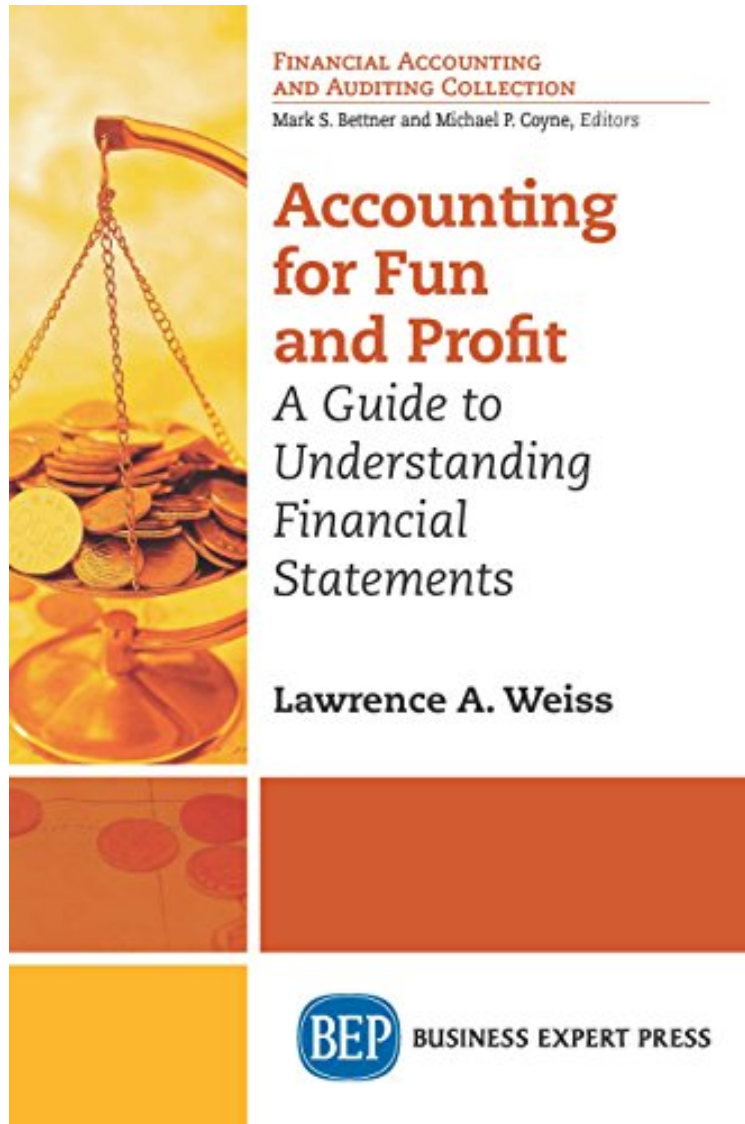


Accounting For Fun and Profit: A Guide to Understanding Financial Statements

Lawrence A. Weiss

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0 of 0 people found the following review helpful. The book is the best primer in accounting I have seen in my many ...By CustomerIn a quote often attributed to Einstein, he is reported to have said "Everything should be made as simple as possible, but not simpler." In my experience, Professor Weiss has achieved this noble objective with this new book.

The book is the best primer in accounting I have seen in my many years in management -- and in having learned accounting. The book is clear, fun, intelligible and memorable. It gives one a clear sense of what accounting statements and reports actually communicate -- and, more importantly, what they do not communicate. It is not only a good primer but a great reminder for those of us in management, consulting and finance. For all us who work with accounting statements, it is a good book to review regularly to keep in mind what we are actually reading in and presenting from those statements. 0 of 0 people found the following review helpful. This is it! By Amar Bhide Highly recommended primer for non-accountants. Any who has no prior training in accounting but want to learn the "language of business" will benefit enormously from this engaging and clear exposition. As an entrepreneurship professor I often get students who are "lost in the numbers" and want one book that will get them up to speed on financial statements.

Accounting is an economic information system, and can be thought of as the language of business. Accounting principles cannot be discovered; they are created, developed, or decreed and are supported or justified by intuition, authority, and acceptability. Managers have alternatives in their accounting choices; the decisions are political, and trade-offs will be made. Accounting information provides individuals, both inside and outside a firm, with a starting point to understand and evaluate the key drivers of a firm, its financial position, and performance. If you are managing a firm, investing in a firm, lending to a firm, or even working for a firm, you should be able to read the firm's financial statements and ask questions based on those statements. This book explains the fundamentals of financial statements. It is designed and meant to explain the language of accounting to non-accountants (i.e., those who hire accountants). After reading this book, you should be able to pick up an annual report, read it, understand much of it, and have a solid foundation to start asking questions about the firm. This book will show you that accounting can be informative and fun!