

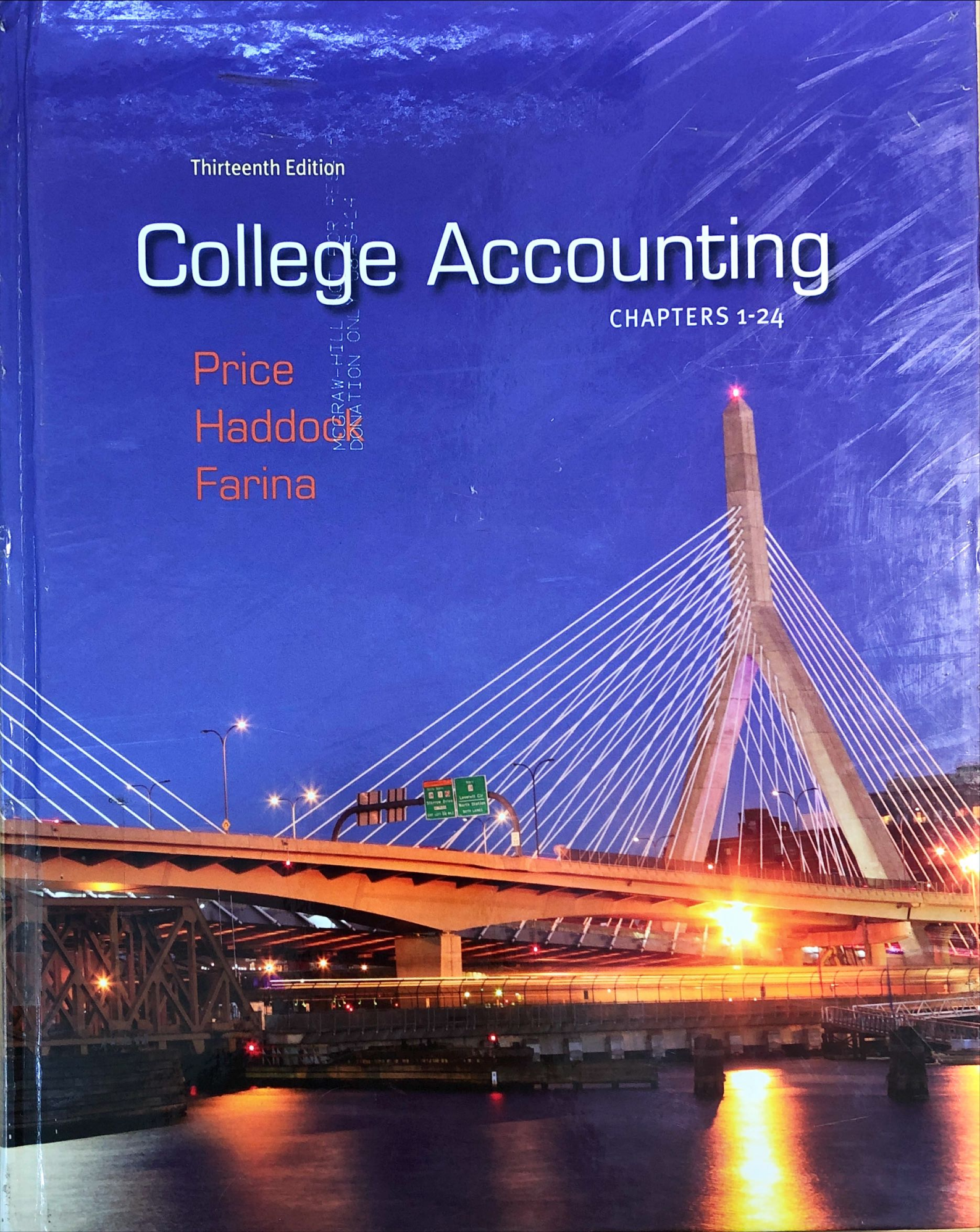
Thirteenth Edition

College Accounting

CHAPTERS 1-24

Price
Haddock
Farina

McGraw-Hill
DONATION ONLY



Q:

STUDENTS...

Want to get **better grades?** *(Who doesn't?)*

Prefer to do your **homework online?** *(After all, you are online anyway.)*

Need a **better way to study** before the big test? *(A little peace of mind is a good thing...)*

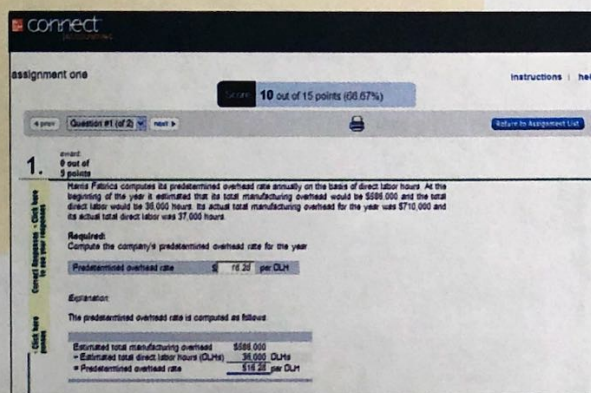
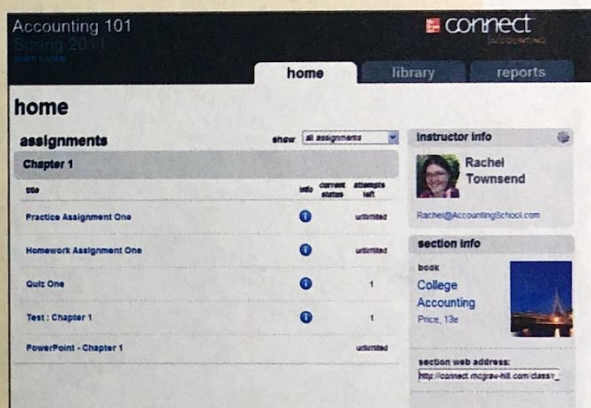
A:

With McGraw-Hill's **Connect™ Plus Accounting**,

STUDENTS GET:

- **Easy online access** to homework, tests, and quizzes assigned by your instructor.
- **Immediate feedback** on how you're doing. (No more wishing you could call your instructor at 1 a.m.)
- **Quick access** to lectures, practice materials, eBook, and more. (All the material you need to be successful is right at your fingertips.)
- A Self-Quiz and Study tool that **assesses your knowledge** and **recommends** specific readings, supplemental study materials, and additional practice work.*
- **Guided Examples** to help you solve problems **during** the assignments by providing narrated walkthroughs of similar problems.

*Available with select McGraw-Hill titles.



Less managing. More teaching. Greater learning.

Q:

INSTRUCTORS...

Would you like your **students** to show up for class **more prepared**? *(Let's face it, class is much more fun if everyone is engaged and prepared...)*

Want an **easy way to assign** homework online and track student **progress**? *(Less time grading means more time teaching...)*

Want an **instant view** of student or class performance relative to learning objectives? *(No more wondering if students understand...)*

Need to **collect data and generate reports** required for administration or accreditation? *(Say goodbye to manually tracking student learning outcomes...)*

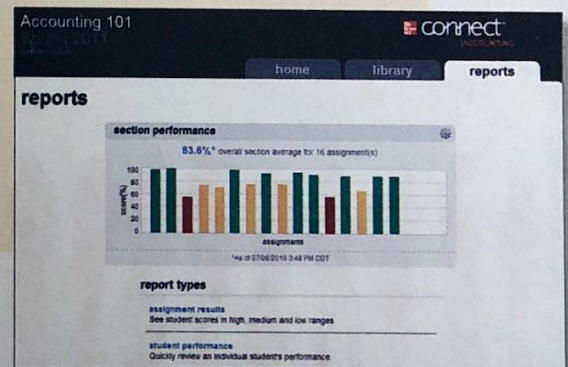
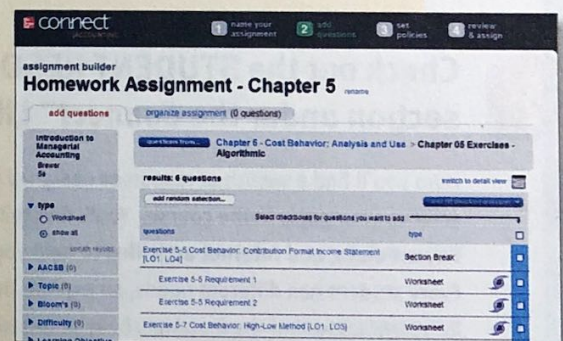
Want to **record and post your lectures** for students to view online?

A:

With McGraw-Hill's **Connect™ Plus Accounting**,

INSTRUCTORS GET:

- Simple **assignment management**, allowing you to spend more time teaching.
- **Auto-graded** assignments, quizzes, and tests.
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Want an online, **searchable version** of your textbook?

Wish your textbook could be **available online** while you're doing your assignments?

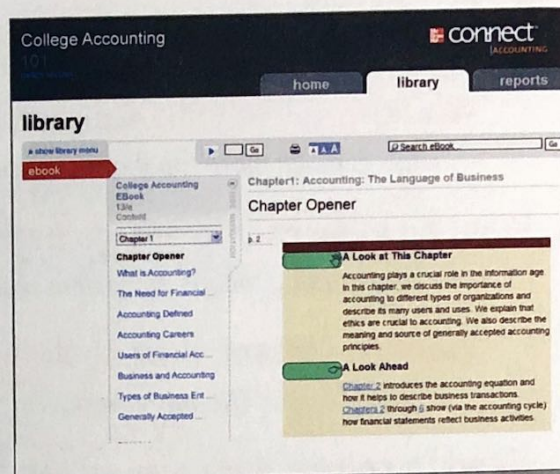


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Connect™ Plus Accounting eBook offers features like:

- Topic search
- Direct links from assignments
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- Jump to page number
- Print by section



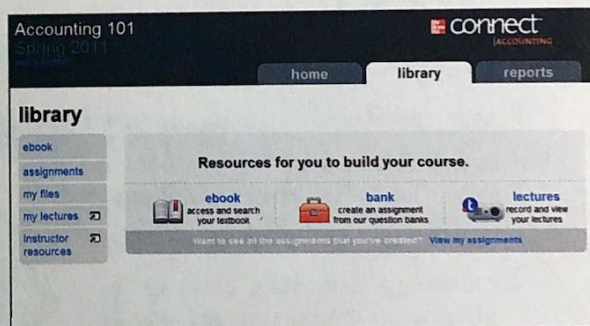
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Think learning accounting should be a bit more **interesting?**



Check out the STUDENT RESOURCES section under the Connect™ Library tab.

Here you'll find a wealth of resources designed to help you achieve your goals in the course. You'll find things like **quizzes, PowerPoints, and Internet activities** to help you study. Every student has different needs, so explore the **STUDENT RESOURCES** to find the materials best suited to you.



thirteenth edition

College Accounting

Chapters 1–24

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JOHN ELLIS PRICE, Ph.D., CPA

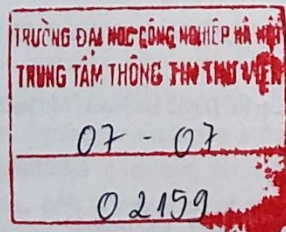
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COLLEGE ACCOUNTING

Chapters 1-24

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Professor Price is a certified public accountant who has twice received the UNT College of Business Administration's Outstanding Teaching Award and the university's President's Council Award. Majoring in accounting, he received his BBA and MS degrees from the University of Southern Mississippi and his Ph.D. in accounting from the University of North Texas.

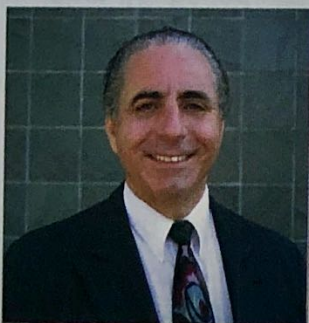
Dr. Price is a member of the Mississippi Society of Certified Public Accountants, the American Accounting Association, and the American Taxation Association (serving as past chair of the Subcommittee on Relations with the IRS and Treasury). Dr. Price has also served as chair of the American Institute of Certified Public Accountants Minority Initiatives Committee and as a member of the Foundation Trustees.



M. DAVID HADDOCK, JR., is currently director of training for Lattimore, Black, Morgan, & Cain, PC, one of the largest financial services firms in the Southeast. He is located in the Brentwood, Tennessee, office. He recently retired from a 35-year career in higher education, having served in faculty and administrative roles at Auburn University at Montgomery, the University of Alabama in Birmingham, the University of West Georgia, and Chattanooga State Community College. He retired as professor of accounting at Chattanooga State Community College in Tennessee. In addition to his teaching, he maintained a sole proprietorship tax practice for 20 years prior to taking his current position.

He received his BS in accounting and MS in adult education from the University of Tennessee, and the DE degree in administration of higher education from Auburn University. He is a licensed CPA in Tennessee.

Professor Haddock was elected treasurer of the Tennessee Society of Certified Public Accountants in 2008 after serving on the board of directors and as the Chattanooga TSCPA chapter president. He is also active in the American Institute for Certified Public Accountants and the Tennessee Society of Accounting Educators. He is a frequent speaker for Continuing Professional Education programs.

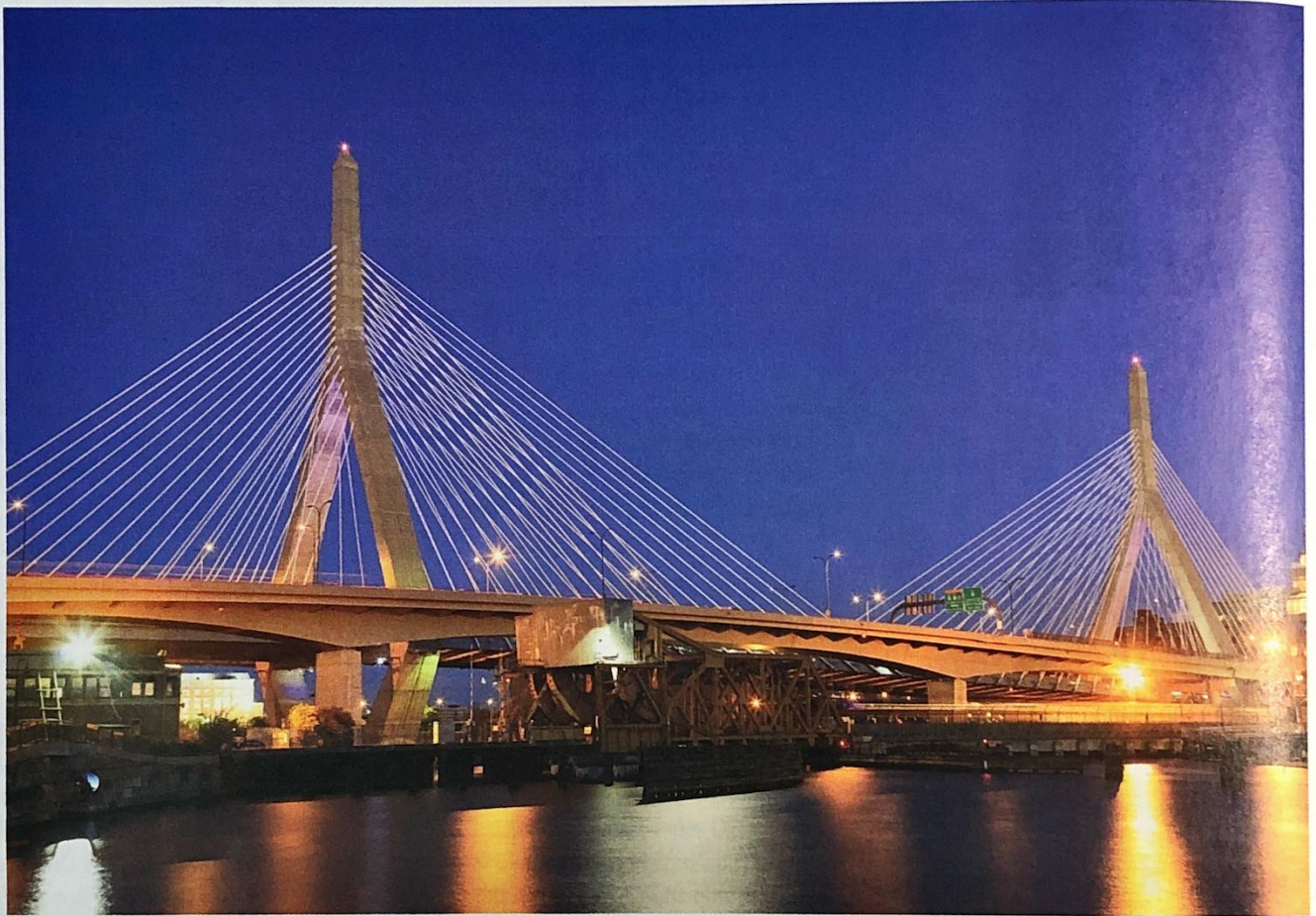


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Professor Farina is currently the cochair of the Accounting and Finance Department at Cerritos College. Professor Farina received an Outstanding Faculty award from Cerritos College in 2008.

Price/Haddock/Farina



For students just embarking on a college career, an accounting course can seem daunting, like a rushing river with no clear path to the other side. As the most trusted and readable text on the market, *College Accounting*, 13e, by Price, Haddock, and Farina presents material in a way that will help students understand the content better and more quickly. Through proven pedagogy, time-tested and accurate problem material, and a straightforward approach to the basics of accounting, Price/Haddock/Farina **bridges the rushing river**, offering first-time accounting students a path to understanding and mastery.

Whether a student is taking the course in preparation for a four-year degree or as the first step to a career in business, Price/Haddock/Farina guides them over the bridge to success. The authors represent the breadth of educational environments—a community college, a career school, and a four-year university—ensuring that the text is appropriate for all student populations. Throughout, they have adhered to a common philosophy about textbooks: they should be readable, contain many opportunities for practice, and be able to make accounting relevant for all.

Bridges College to Career

- **Encourages Reading** The authors' writing style and clear step-by-step examples make key concepts easy to grasp. *College Accounting's* concise chapters are broken into manageable sections to avoid overwhelming students who might be seeing the material for the first time. Features like the Business Transaction Analysis Model make it easy for students to see how to analyze business transactions. The Important and Recall margin elements briefly highlight important concepts and remind students of key term definitions as the topics begin to build on each other.
- **Emphasizes Practice** Self reviews at the end of each section give students the opportunity to practice what they've just learned before moving on to the next topic. The author-created end-of-chapter material includes A and B problem sets, exercises, critical thinking problems, and Business Connection problems that utilize real-world companies and scenarios and address important topics like ethics. Mini-practice sets included within the text itself allow students to put theory into practice without paying additional money for a separate practice set. End-of-chapter content is tied to templates in **Excel** and **Quickbooks** allowing students to practice using software they are likely to encounter in the real world.
- **Answers the Question "Why Is Accounting Important?"** The "Why It's Important" explanation that accompanies each learning objective explains to students why the topics they're studying matter. Well-known companies like Google, Southwest, and Urban Outfitters are used in vignettes and examples throughout the text, making a clear bridge for students between the concepts they're learning and how those concepts are applied in the real world.

Super book that presents a fresh outlook on accounting.

—Anthony Newton
Highland Community College