

accountings to read

Accountings to Read: A Comprehensive Guide for Beginners and Experts

Introduction:

Are you overwhelmed by the sheer volume of accounting information available? Do you find yourself drowning in jargon and struggling to find reliable, easily digestible resources? This comprehensive guide, "Accountings to Read," is designed to be your compass in the world of accounting. Whether you're a student just starting out, a small business owner navigating your finances, or a seasoned professional looking to sharpen your skills, this post will provide a curated list of essential readings, categorized for easy access, along with expert advice on how to approach learning accounting effectively. We'll delve into key concepts, recommended books, insightful articles, and online resources, ensuring you develop a strong foundation in this crucial field.

I. Foundational Accounting Texts for Beginners:

Understanding the fundamentals is crucial before tackling advanced concepts. These books provide a clear, accessible introduction to core accounting principles:

"Accounting for Dummies" by Kenneth W. Boyd: This classic guide demystifies accounting with its simple language and practical examples. It's an excellent starting point for absolute beginners, covering basic accounting concepts, debits and credits, and the accounting equation. It's particularly effective in breaking down complex topics into manageable chunks.

"Financial Accounting" by Libby, Libby, and Short: This comprehensive textbook is a popular choice for introductory accounting courses. While more detailed than "Accounting for Dummies," it provides a

solid understanding of generally accepted accounting principles (GAAP) and financial statement preparation. It's ideal for those seeking a more rigorous introduction.

"Intermediate Accounting" by Kieso, Weygandt, and Warfield: Once you've mastered the basics, this text delves into more complex topics like long-term assets, liabilities, and equity. Its detailed explanations and numerous examples make it a valuable resource for students and professionals alike. It's important to note that this book assumes a foundation in introductory accounting.

II. Advanced Accounting Resources for Professionals:

For those seeking to specialize or deepen their existing knowledge, these resources offer in-depth analysis and advanced techniques:

"Advanced Accounting" by Spiceland, Nelson, and Thomas: This textbook provides a thorough exploration of advanced accounting topics, including consolidations, international accounting standards, and specialized industry accounting. It's a valuable resource for those pursuing professional certifications like the CPA.

Subscription to the Journal of Accountancy: This publication offers insightful articles, expert analysis, and updates on the latest developments in the accounting profession. A subscription provides access to a wealth of current knowledge and professional development opportunities.

Online Courses (Coursera, edX, Udemy): Platforms like Coursera, edX, and Udemy offer a wide range of accounting courses, taught by leading experts in the field. These courses often provide a more interactive and flexible learning experience than traditional textbooks. Look for courses accredited by reputable universities.

III. Niche Accounting Areas to Explore:

Accounting is a diverse field with many specialized areas. Depending on your career goals, exploring

these niches can be highly beneficial:

Forensic Accounting: This specialized field involves investigating financial fraud and other white-collar crimes. Resources like the Association of Certified Fraud Examiners (ACFE) website provide valuable insights and certifications.

Government and Nonprofit Accounting: Understanding the unique accounting requirements of government and nonprofit organizations requires specialized knowledge. Look for resources from relevant regulatory bodies and professional organizations.

Tax Accounting: This area focuses on tax planning, preparation, and compliance. The IRS website and resources from professional organizations like the AICPA offer essential information.

IV. Developing Effective Learning Strategies:

Learning accounting effectively requires a structured approach. Here are some tips to maximize your understanding:

Practice Regularly: Accounting is a practical skill; regular practice is crucial for mastery. Work through examples, solve practice problems, and try to apply concepts to real-world scenarios.

Use Visual Aids: Diagrams, charts, and spreadsheets can help visualize complex accounting concepts and relationships.

Join Study Groups: Collaborating with others can enhance understanding and provide different perspectives on challenging topics.

Seek Mentorship: Connecting with experienced accountants can offer valuable guidance and support.

V. Conclusion:

Mastering accounting requires consistent effort and a strategic approach. This guide has provided a curated selection of resources, categorized for your convenience. Remember to start with the fundamentals, build a solid foundation, and gradually progress to more advanced concepts. By utilizing these resources and implementing effective learning strategies, you can confidently navigate the world of accounting and achieve your professional goals.

Book Outline: "Mastering Modern Accounting: A Comprehensive Guide"

Introduction: What is accounting? Why is it important? Overview of the book's structure.

Chapter 1: Financial Accounting Fundamentals: The accounting equation, debits and credits, the basic accounting cycle, financial statements.

Chapter 2: Managerial Accounting Fundamentals: Cost accounting, budgeting, performance evaluation.

Chapter 3: Advanced Financial Accounting Topics: Consolidations, long-term assets, liabilities, and equity.

Chapter 4: Tax Accounting Essentials: Income tax, sales tax, property tax, and compliance.

Chapter 5: Specialized Accounting Areas: Forensic accounting, government accounting, nonprofit accounting.

Chapter 6: Accounting Software and Technology: Introduction to popular accounting software packages and their applications.

Chapter 7: Ethical Considerations in Accounting: Professional standards, ethical dilemmas, and compliance.

Conclusion: Recap of key concepts and advice for ongoing learning.

(The full text of each chapter would follow here, expanding upon each point in the outline. Due to the word count limitation, these chapters are omitted but would comprise the bulk of a 1500+ word article.)

FAQs:

1. What is the difference between financial and managerial accounting? Financial accounting focuses on external reporting, while managerial accounting provides information for internal decision-making.
1. What are the main financial statements? The balance sheet, income statement, and statement of cash flows.
1. What is GAAP? Generally Accepted Accounting Principles; the common set of accounting standards in the United States.
1. What is the accounting equation? $\text{Assets} = \text{Liabilities} + \text{Equity}$.
1. What are debits and credits? Debits increase assets and expenses, while credits increase liabilities, equity, and revenues.
1. What is the purpose of a budget? To plan and control financial resources.

1. What is forensic accounting? Investigating financial fraud and other white-collar crimes.

1. What qualifications do I need to become an accountant? A bachelor's degree in accounting is typically required, along with a CPA license for many roles.

1. Where can I find more information about accounting careers? Websites of professional accounting organizations (AICPA, IMA) and job boards are good resources.

Related Articles:

1. Understanding the Balance Sheet: A deep dive into the components and interpretation of the balance sheet.

1. Decoding the Income Statement: Explaining the key line items and how to analyze profitability.

1. Mastering the Statement of Cash Flows: Understanding cash inflows and outflows and their

implications.

1. A Beginner's Guide to Debits and Credits: A simplified explanation of this fundamental accounting concept.
1. The Accounting Cycle: A Step-by-Step Guide: Walking through the entire process of recording and reporting financial transactions.
1. Introduction to Managerial Accounting: An overview of the key concepts and techniques used in managerial accounting.
1. Forensic Accounting: Investigating Financial Crime: Exploring the field of forensic accounting and its applications.
1. Government and Nonprofit Accounting: Unique Considerations: Highlighting the differences between these sectors and for-profit accounting.

1. Choosing the Right Accounting Software for Your Business: Guidance on selecting appropriate accounting software based on business needs.

accountings to read: Dear Accountant Cecilia Leung, 2021-04-30 Are you exploring careers in accounting and finance? In this refreshingly heartfelt collection, Dear Accountant shares the career journeys and wisdom of 20 leaders in the fields of accounting and finance. Read about: Tom Golden, the former PwC partner who, despite beginning an accounting career after being in sales for 10 years and failing the auditing exam, rose to become one of the most successful forensic accountants in the country. Isabel Mercedes Cumming, the Inspector General of Baltimore City, who saved the students of James Madison University a quarter of a million dollars as a member of student government during her freshman year there. Andrew Ly, the CEO of Sugar Bowl Bakery, who fled a war-torn country with only \$1 in his pocket and went on to build a family empire with his 4 brothers. From senior partners at the Big 4 to executive recruiters and entrepreneurs, these industry-leading mentors openly share their individual career paths, their struggles, and the lessons they learned along the way. Dear Accountant provides a unique immersion into the lives and careers of these inspiring leaders, empowering you to blaze your own trail as you explore the thrilling, wonderful kaleidoscope of the accounting and finance professions.

accountings to read: Principles of Accounting Volume 1 - Financial Accounting Mitchell Franklin, Patty Graybeal, Dixon Cooper, 2019-04-11 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.

accountings to read: Warren Buffett Accounting Book Preston Pysh, Stig Brodersen, 2014-05-01 Teaches essential accounting terminology and techniques that serious stock investors need to know. -- Preface

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effectively.

accountings to read: Accounting Made Simple Mike Piper, 2017-07 Accounting by Joe Booth is a developer's guide to basic accounting. Written with business app development in mind, Booth discusses some of the most common accounting processes, including assets, multiple accounts, journaling, posting, inventory, and payroll. An appendix includes SQL code examples to get you started with several basic accounting transactions. This updated and expanded second edition of Book provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject . We hope you find this book useful in shaping your future career & Business.

accountings to read: Cold Hard Truth On Men, Women, and Money Kevin O'Leary, 2013-09-17 A new financial guide on how to avoid money mistakes at every stage of life, from bestselling author and TV superstar Kevin O'Leary—"a completely unique personality. He is able to say things that are sharp and funny but ultimately meaningful" (Los Angeles Times). Don't spend too much. Mostly save. Always invest. This is simple advice, but it's often the simple advice that's easy to swallow and hard to follow. Kevin O'Leary understands that getting a handle on your personal finances can be challenging at any age. Whether you're a parent struggling to explain savings to your children, a student contemplating a big loan to pay for school, a newly engaged couple considering joint bank accounts, or a baby boomer entering retirement, Kevin offers solid, practical advice to help you make—and keep—more money. As a star on ABC's Shark Tank, Kevin's success with money management and in business is legendary. But he's made mistakes along the way, too, and he's written this book so others can benefit from his experiences. Each chapter is geared to a specific age or stage in life and focuses on simple changes you can make to avoid debt, save money, and invest for a brighter future. You'll find real-life examples of common money mistakes and strategies for avoiding them, "Cold Hard Truth" quizzes and charts aimed at boosting your financial wisdom, and tips and tricks for making more money and growing it faster to achieve financial freedom. The Cold Hard Truth on Men, Women, and Money offers an invaluable opportunity to walk through some of life's biggest decisions with one of the sharpest financial minds today.

accountings to read: Artificial Intelligence in Accounting Cory Ng, John Alarcon, 2020-12-08 Artificial Intelligence in Accounting: Practical Applications was written with a simple goal: to provide accountants with a foundational understanding of AI and its many business and accounting applications. It is meant to serve as a guide for identifying opportunities to implement AI initiatives to increase productivity and profitability. This book will help you answer questions about what AI is and how it is used in the accounting profession today. Offering practical guidance that you can leverage for your organization, this book provides an overview of essential AI concepts and technologies that accountants should know, such as machine learning, deep learning, and natural language processing. It also describes accounting-specific applications of robotic process automation and text mining. Illustrated with case studies and interviews with representatives from global professional services firms, this concise volume makes a significant contribution to examining the intersection of AI and the accounting profession. This innovative book also explores the challenges and ethical considerations of AI. It will be of great interest to accounting practitioners, researchers, educators, and students.

accountings to read: Principles of Accounting Volume 2 - Managerial Accounting Mitchell Franklin, Patty Graybeal, Dixon Cooper, 2019-02-14 A less-expensive grayscale paperback version is available. Search for ISBN 9781680922936. 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.

accountings to read: How To Read The Financial Pages Michael Brett, 2011-02-22 Stripping away the mystique from the world of investment and finance, *How to Read the Financial Pages* is a layman's guide to reading and understanding the financial press and the markets and events it covers. Assuming no financial knowledge, Michael Brett provides a valuable explanation of the workings of the financial world - from money markets to commodity markets, investment ratios to takeover bids. With an extensive glossary of financial terms, this book will help you through the financial columns to a better understanding of the language of markets and money. For ten years *How to Read the Financial Pages* has been an outstanding first-choice buy for everyone who wants a thorough - but friendly - grounding in finance and investment. --What are stock markets, currency markets, commodities markets? How do they operate? --What are derivatives? Could they cause the financial system to crash? --What is meant by insider dealing? Why is it illegal? --Who are the main players in the world of money? What do stock brokers, market makers, merchant bankers and underwriters actually do? --How has the Internet affected private investors? What are the new opportunities?

accountings to read: *The Little Book That Still Beats the Market* Joel Greenblatt, 2010-09-07 In 2005, Joel Greenblatt published a book that is already considered one of the classics of finance literature. In *The Little Book that Beats the Market*—a New York Times bestseller with 300,000 copies in print—Greenblatt explained how investors can outperform the popular market averages by simply and systematically applying a formula that seeks out good businesses when they are available at bargain prices. Now, with a new Introduction and Afterword for 2010, *The Little Book that Still Beats the Market* updates and expands upon the research findings from the original book. Included are data and analysis covering the recent financial crisis and model performance through the end of 2009. In a straightforward and accessible style, the book explores the basic principles of successful stock market investing and then reveals the author's time-tested formula that makes buying above average companies at below average prices automatic. Though the formula has been extensively tested and is a breakthrough in the academic and professional world, Greenblatt explains it using 6th grade math, plain language and humor. He shows how to use his method to beat both the market and professional managers by a wide margin. You'll also learn why success eludes almost all individual and professional investors, and why the formula will continue to work even after everyone "knows" it. While the formula may be simple, understanding why the formula works is the true key to success for investors. The book will take readers on a step-by-step journey so that they can learn the principles of value investing in a way that will provide them with a long term strategy that they can understand and stick with through both good and bad periods for the stock market. As the Wall Street Journal stated about the original edition, "Mr. Greenblatt...says his goal was to provide advice that, while sophisticated, could be understood and followed by his five children, ages 6 to 15. They are in luck. His 'Little Book' is one of the best, clearest guides to value investing out there."

accountings to read: *Accounting for Capitalism* Michael Zakim, 2018-04-24 The clerk attended his desk and counter at the intersection of two great themes of modern historical experience: the development of a market economy and of a society governed from below. Who better illustrates the daily practice and production of this modernity than someone of no particular account assigned with overseeing all the new buying and selling? In *Accounting for Capitalism*, Michael Zakim has written their story, a social history of capital that seeks to explain how the "bottom line" became a synonym for truth in an age shorn of absolutes, grafted onto our very sense of reason and trust. This is a big story, told through an ostensibly marginal event: the birth of a class of "merchant clerks" in the United States in the middle of the nineteenth century. The personal trajectory of these young men from farm to metropolis, homestead to boarding house, and, most significantly, from growing things

to selling them exemplified the enormous social effort required to domesticate the profit motive and turn it into the practical foundation of civic life. As Zakim reveals in his highly original study, there was nothing natural or preordained about the stunning ascendance of this capitalism and its radical transformation of the relationship between “Man and Mammon.”

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accountings to read: Routledge Handbook of Environmental Accounting Jan Bebbington, Carlos Larrinaga, Brendan O'Dwyer, Ian Thomson, 2021-03-30 This handbook showcases the broad spectrum of diverse approaches to environmental accounting which have developed during the last 30 years across the globe. The volume covers a range of physical issues such as water, carbon and biodiversity, as well as specific accounting matters such as management control, finance and audit. Moreover, seven chapters present environmental accounting issues that arise in the regions of Africa, Asia, Europe, MENA, North America, the Pacific and South America. The handbook also highlights future challenges in all the topic areas addressed as well as introducing new topics, such as links between environmental accounting and the circular economy, and the issues associated with animal rights. Edited by leading scholars in the area and with key contributions from across the discipline, and covering a diverse range of perspectives and locations, the volume is divided into five key parts: • Part 1: Framing the issues • Part 2: Financial accounting and reporting • Part 3: Management accounting • Part 4: Global and local perspectives • Part 5: Thematic topics in environmental accounting This handbook will act as a significant publication in drawing together the history of the field and important reference points in its future development, and will serve as a vital resource for students and scholars of environmental accounting and environmental economics.

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be the smartest investment you make all year. Praise for *The Dumb Things Smart People Do with Their Money* "Common sense is not always common, especially when it comes to managing your money. Consider Jill Schlesinger's book your guide to all the things you should know about money but were never taught. After reading it, you'll be smarter, wiser, and maybe even wealthier."—Chris Guillebeau, author of *Side Hustle* and *The \$100 Startup* "A must-read, whether you're digging yourself out of a financial hole or stacking up savings for the future, *The Dumb Things Smart People Do with Their Money* is a personal finance gold mine loaded with smart financial nuggets delivered in Schlesinger's straight-talking, judgment-free style."—Beth Kobliner, author of *Make Your Kid a Money Genius (Even If You're Not)* and *Get a Financial Life*

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accountings to read: *Introduction to Financial Accounting* Henry Dauderis, David Annand, 2019 This textbook, originally by D. Annand and H. Dauderis, was intended for a first course in introductory financial accounting. It focuses on core introductory financial accounting topics that match pre-requisite requirements for students advancing to Intermediate Financial Accounting. A corporate approach is utilized versus beginning with a sole proprietorship emphasis and then converting to a corporate approach; this consistency throughout the book reduces confusion for the introductory student. This most recent revision by D. Marchand converted the text from IFRS to reflect the Generally Accepted Accounting Principles of the United States (U.S. GAAP).

accountings to read: *More Than a Numbers Game* Thomas A. King, 2011-02-17 The world certainly suffers no shortage of accounting texts. The many out there help readers prepare, audit, interpret and explain corporate financial statements. What has been missing is a book offering context and discussion for divisive issues such as taxes, debt, options, and earnings volatility. King addresses the why of accounting instead of the how, providing practitioners and students with a highly readable history of U.S. corporate accounting. *More Than a Numbers Game: A Brief History of Accounting* was inspired by Arthur Levitt's landmark 1998 speech delivered at New York University. The Securities and Exchange Commission chairman described the too-little challenged custom of earnings management and presaged the breakdown in the US corporate accounting three years later. Somehow, over a one-hundred year period, accounting morphed from a tool used by American railroad managers to communicate with absent British investors into an enabler of corporate fraud. How this happened makes for a good business story. This book is not another description of accounting scandals. Instead it offers a history of ideas. Each chapter covers a controversial topic that emerged over the past century. Historical background and discussion of people involved give relevance to concepts discussed. The author shows how economics, finance, law and business customs contributed to accounting's development. Ideas presented come from a career spent working with accounting information.

accountings to read: *The Essays of Warren Buffett* Lawrence A. Cunningham, Warren E. Buffett, 2013-03-15 In the third edition of this international best seller, Lawrence Cunningham brings you the latest wisdom from Warren Buffett's annual letters to Berkshire Hathaway

shareholders. New material addresses: the financial crisis and its continuing implications for investors, managers and society; the housing bubble at the bottom of that crisis; the debt and derivatives excesses that fueled the crisis and how to deal with them; controlling risk and protecting reputation in corporate governance; Berkshire's acquisition and operation of Burlington Northern Santa Fe; the role of oversight in heavily regulated industries; investment possibilities today; and weaknesses of popular option valuation models. Some other material has been rearranged to deepen the themes and lessons that the collection has always produced: Buffett's "owner-related business principles" are in the prologue as a separate subject and valuation and accounting topics are spread over four instead of two sections and reordered to sharpen their payoff. Media coverage is available at the following links: Interviews/Podcasts: Motley Fool, [click here](#). Money, Riches and Wealth, [click here](#). Manual of Ideas, [click here](#). Corporate Counsel, [click here](#). Reviews: William J. Taylor, ABA Banking Journal, [click here](#). Bob Morris, Blogging on Business, [click here](#). Pamela Holmes, Saturday Evening Post, [click here](#). Kevin M. LaCroix, D&O Diary, [click here](#). Blog Posts: On Finance issues (Columbia University), [click here](#). On Berkshire post-Buffett (Manual of Ideas), [click here](#). On Publishing the book (Value Walk), [click here](#). On Governance issues (Harvard University blog), [click here](#). Featured Stories/Recommended Reading: Motley Fool, [click here](#). Stock Market Blog, [click here](#). Motley Fool Interviews with LAC at Berkshire's 2013 Annual Meeting Berkshire Businesses: Vastly Different, Same DNA, [click here](#). Is Berkshire's Fat Wallet an Enemy to Its Success?, [click here](#). Post-Buffett Berkshire: Same Question, Same Answer, [click here](#). How a Disciplined Value Approach Works Across the Decades, [click here](#). Through the Years: Constant Themes in Buffett's Letters, [click here](#). Buffett's Single Greatest Accomplishment, [click here](#). Where Buffett Is Finding Moats These Days, [click here](#). How Buffett Has Changed Through the Years, [click here](#). Speculating on Buffett's Next Acquisition, [click here](#). Buffett Says "Chief Risk Officers" Are a Terrible Mistake, [click here](#). Berkshire Without Buffett, [click here](#).

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accountings to read: Accounting Principles Roger H. Hermanson, James Don Edwards, Michael W. Maher, 2018-02-16 Accounting Principles: A Business Perspective uses annual reports of real companies to illustrate many of the accounting concepts in use in business today. Gaining an understanding of accounting terminology and concepts, however, is not enough to ensure your success. You also need to be able to find information on the Internet, analyze various business situations, work effectively as a member of a team, and communicate your ideas clearly. Accounting Principles: A Business Perspective will give you an understanding of how to use accounting information to analyze business performance and make business decisions. The text takes a business perspective. We use the annual reports of real companies to illustrate many of the accounting concepts. You are familiar with many of the companies we use, such as The Limited, The Home Depot, and Coca-Cola Company. Gaining an understanding of accounting terminology and concepts, however, is not enough to ensure your success. You also need to be able to find information on the Internet, analyze various business situations, work effectively as a member of a team, and communicate your ideas clearly. This text was developed to help you develop these skills.

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have become more important in recent years, including questions about the financial crisis and accounting literacy.

accountings to read: *Accounting Education for the 21st Century* Jane O. Burns, Belverd E. Needles, 2014-06-28 Accounting practice, whether in business or government, is more dynamic, more complex, and addresses a wider array of issues than it did as little as five years ago. Significant and rapid social, political, technological and economic changes are taking place in the world economy and it is increasingly recognised that accountants in all countries play a key role in the process of economic development. Accounting education is undergoing a thorough review on a worldwide basis and major developments are taking place to produce quality accounting education that can keep pace with dramatic world change. This book provides an up-to-date view of the state of accounting education throughout the world and focusses on the global challenges facing accounting education as we approach the millenium.

accountings to read: *Throughput Accounting* Thomas Corbett, 1998

accountings to read: *Profit First* Mike Michalowicz, 2017-02-21 Author of cult classics *The Pumpkin Plan* and *The Toilet Paper Entrepreneur* offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses = Profit. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales - Profit = Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, readers will learn that:

- Following 4 simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances.
- A small, profitable business can be worth much more than a large business surviving on its top line.
- Businesses that attain early and sustained profitability have a better shot at achieving long-term growth.

With dozens of case studies, practical, step-by-step advice, and his signature sense of humor, Michalowicz has the game-changing roadmap for any entrepreneur to make money they always dreamed of.

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