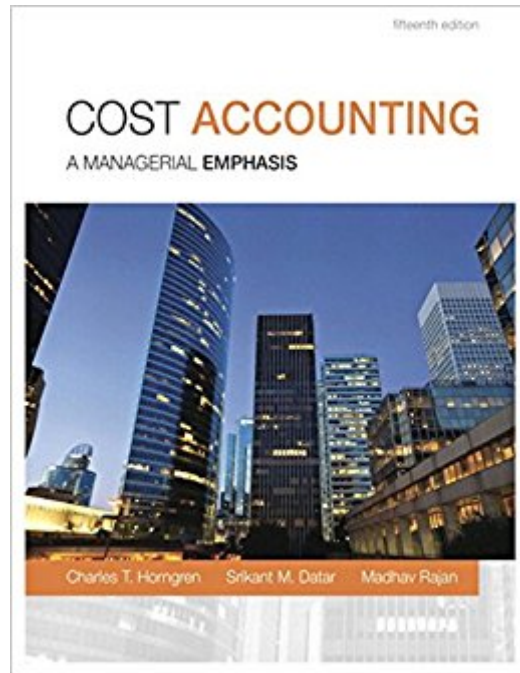




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Synopsis

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Customer Reviews

Charles T. Horngren was the Edmund W. Littlefield Professor of Accounting, Emeritus, at Stanford University. A Graduate of Marquette University, he received his MBA from Harvard University and his PhD from the University of Chicago. He was also the recipient of honorary doctorates from Marquette University and DePaul University. A certified public accountant, Horngren served on the Accounting Principles Board for six years, the Financial Accounting Standards Board Advisory Council for five years, and the Council of the American Institute of Certified Public Accountants for three years. For six years, he served as a trustee of the Financial Accounting Foundation, which oversees the Financial Accounting Standards Board and the Government Accounting Standards Board. Horngren was a member of the Accounting Hall of Fame. A member of the American Accounting Association, Horngren had been its president and its director of research. He received its first Outstanding Accounting Educator Award. The California Certified Public Accountants Foundation gave Horngren its Faculty Excellence Award and its Distinguished Professor Award. He was the first person to have received both awards. The American Institute of Certified Public Accountants presented its first Outstanding Educator Award to Horngren. Horngren was named Accountant of the Year, Education, by the national professional accounting fraternity, Beta Alpha Psi. Professor Horngren was also a member of the Institute of Management Accountants, from whom he received its Distinguished Service Award. He was also a member of the Institute's Board of Regents, which administers the Certified Management Accountant

examinations. Horngren is the author of other accounting books published by Pearson Education: Introduction to Management Accounting, 15th ed. (2011, with Sundem, and Stratton); Introduction to Financial Accounting, 10th ed. (2011, with Sundem and Elliott); Accounting, 8th ed. (2010, with Harrison and Bamber); and Financial Accounting, 8th ed. (2010, with Harrison). Horngren was the Consulting Editor for the Charles T. Horngren Series in Accounting.

Srikant M. Datar is the Arthur Lowes Dickinson Professor at the Harvard Business School. He served as Senior Associate Dean from 2000 to 2010. A graduate with distinction from the University of Bombay, he received gold medals upon graduation from the Indian Institute of Management, Ahmedabad, and the Institute of Cost and Works Accountants of India. A chartered accountant, he holds two master's degrees and a PhD from Stanford University. Datar has published his research in leading accounting, marketing, and operations management journals, including The Accounting Review, Contemporary Accounting Research, Journal of Accounting, Auditing and Finance, Journal of Accounting and Economics, Journal of Accounting Research, and Management Science. He has served as an associate editor and on the editorial board of several journals and has presented his research to corporate executives and academic audiences in North America, South America, Asia, Africa, Australia, and Europe. He is a coauthor of three other books: Managerial Accounting: Making Decisions and Motivating Performance, Rethinking the MBA: Business Education at a Crossroads, and Rethinking Graduate Management Education in Latin America. Cited by his students as a dedicated and innovative teacher, Datar received the George Leland Bach Award for Excellence in the Classroom at Carnegie Mellon University and the Distinguished Teaching Award at Stanford University. Datar is a member of the board of directors of Novartis A.G., ICF International, T-Mobile US, and Stryker Corporation and has worked with many organizations, including Apple Computer, Boeing, DuPont, Ford, General Motors, Morgan Stanley, PepsiCo, Visa, and the World Bank. He is a member of the American Accounting Association and the Institute of Management Accountants.

Madhav V. Rajan is the Robert K. Jaedicke Professor of Accounting and Senior Associate Dean for Academic Affairs at Stanford University's Graduate School of Business. He is also Professor of Law (by courtesy) at Stanford Law School. Rajan oversees the MBA and MSx programs as well as the Marketing and Organizational Behavior faculty areas at the GSB. Rajan received his undergraduate degree in commerce from the University of Madras, India, and his MS in accounting, MBA, and PhD degrees from Carnegie Mellon University. In 1990, his dissertation won the Alexander Henderson Award for Excellence in Economic Theory. Rajan's primary area of research interest is the economics-based analysis of management accounting issues, especially as they relate to internal control, capital budgeting, quality

management, supply chain and performance systems in firms. He has published his research in a variety of leading journals, including The Accounting Review, Journal of Accounting Research, Management Science, and Review of Financial Studies. In 2004, he received the Notable Contribution to Management Accounting Literature award. He is a coauthor of Managerial Accounting: Making Decisions and Motivating Performance. Rajan has served as the Departmental Editor for Accounting at Management Science as well as associate editor for both the accounting and operations areas. From 2002 to 2008, Rajan served as an editor of The Accounting Review. Rajan has twice been a plenary speaker at the AAA Management Accounting Conference. Rajan has received several teaching honors at Wharton and Stanford, including the David W. Hauck Award, the highest undergraduate teaching award at Wharton. He has taught in a variety of executive education programs, including the Stanford Executive Program and the National Football League Program for Managers, as well as custom programs for firms, including Genentech, Hewlett-Packard, and nVidia. Rajan is a director of Cavium, Inc., and iShares, Inc., and a trustee of the iShares Trust.

We used this text for my Management Accounting course in my MBA program. The text is well written and easy to follow. Between the clear explanations, the useful mini case real world examples (kept current through frequent edition updates), and the self work problems at the end of the chapter it is one of the best I have seen. One thing I particularly liked was the notes in every example stating exactly how every number was generated. There was no "left to for the student" or "by inspection". 5 stars The student value edition is a loose leaf format that is easy to use. You can put the chapters in a separate binder in the order the professor presents them. The pages are medium newsprint grade paper and take ink and highlighters well, though there is some bleed through (no worse than a cheap book). I minimized by blotting with a tissue at the end of the line. I was worried the pages would rip, but with reasonable care they lasted the semester without any issues. One thing I really like about this format is the wide margins that really facilitates note taking. Overall the book was fair value and I will consider this format again in the future. My experience with the My Accounting online system was EXTREMELY poor. You would think that you would register with the one time registration code that came with the book. No. I called the company to try and get registered. You can't register without a course code that the professor has to get from a LIVE company rep during OFFICE hours. To be clear this is a FOUR stage process - professor calls, company provides course code to professor, professor supplies to you, you log on the site and register using the special one time code that came with the book. Note that they will not issue a course code to a

student calling to say what course they are taking at what university (and the valid one time registration code that came with the book). Don't leave to the last minute. 1 star

Over the years, I've found that some people at work really understand certain topics well but don't know how to explain them concisely so that most people can understand them. These are the people who put lengthy sentences on each bullet point in a PowerPoint presentation or send you a 15-paragraph e-mail that gives you a headache trying to make sense of it. I am under the assumption that a group of those types wrote this book. They've shoved way too many words onto each page leaving virtually no white space. I found this made it hard to read. I think this book manages to simultaneously over-explain the concepts (way too many words) focusing too much on the "what to do" without really touching on "why to do it". It's far more beneficial to students to understand the why than the how. I can't say I had any major issues with their website although I think McGraw Hill's software tends to be far superior to Pierson's in terms of functionality and user friendliness.

I am older- 28 and taking a few classes in order to sit for the CPA. This is a scam, plain and simple. They are teaching you about variances, Master budgets, and basic common sense stuff and trying to make it sound overly convoluted/ difficult. The best part is most universities stretch this book into two classes. You aren't learning anything of substance by reading this book. It is seriously a waste of your time to sit around memorizing what this book has to offer so you can answer the multiple choice question tests your teacher has to offer. Sorry you have to read this in order to get through "Cost Accounting".

The book I have received was brand new and came with the My AccountingLab access code. The code has also allowed me access to the eBook which is definitely helpful when traveling to and from class. I was also able to easily enroll in My AccountingLab with my corresponding class. The textbook itself is a bit on the heavy side but definitely worth the price. The price for the book rental and the access code is unbeatable!!! I will surely shop with this vender in the future. Lastly, the package itself came perfectly on time via FedEx.

The product showed up on time (quickly), neat and tidy (wrapped in a cellophane). The price was well below other prices that I found out there. The loose leaf pages work well for me because I am able to take out just the chapters that I am studying or for that test unit. Accounting books these

days seem to be so big and heavy and if you have multiple classes in a day it is not feasible to carry around full books for each. Searching by the ISBN is particularly easy on to find exactly what the professor required. I just put the whole book together in a big binder and then after a test and so we are ready to move on to the next group of chapters, I take the next group out and transfer them to my smaller/current binder. It makes the material seem more manageable plus it was a great cost savings to buy the looseleaf.

The book was beefed up with extra unnecessary words. They would try to explain things with long examples with excess information before telling you what is expected of you, so once you figure out what they are explaining, you ask, "why didn't they just say that?". Oh yeah, because the book would look too small right? The Pearson eText version doesn't let you rotate the picture so if you have a graph that is vertical across the whole page, too bad. The Pearson eText version also is very picky with how the text is displayed so it's very frustrating if you just trying to read.

Unfortunately, like the book, the website by Pearson is AWFUL (and it is outdated). This is the most horrible BOOK ever. All the other bad reviews are TRUE. Should be a crime. Most hard to read book and the lead author has passed so why are the other remaining authors publishing a book still is beyond ALL things right and just. They cannot write without going off into left field to only get back to what they were trying to say in another section.

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