

# Basic Accounting Simplified - , Alvin L Lesser

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The objective of this book is to impart an in-depth understanding of basic accounting principles to the beginning or struggling accounting student, bookkeeper, or business owner. By simplifying complex concepts, Basic Accounting Simplified will help the student to think through, understand, and master the more difficult issues that will be taught as their education progresses. Straightforward instructions guide the reader through this process and engage the reader every step of the way. The book:

- \*Presents an easy-to-grasp technique that can be mastered in a short time.
- \* Uses a unique teaching method (see below).
- \* Explains journal entries and their relation to the trial balance.
- \* Displays and explains the journals and ledgers and all postings.
- \* Exhibits a full set of accounting books.
- \* Covers the steps necessary to make financial statements.

Basic Accounting Simplified is the "safety net" every accounting student should have in order to be successful in this field. The "primer" starts with the first element of the accounting method--the journal entry, then skips to the last component--the trial balance. That makes it easier to grasp the essentials of accounting. Then the middle, the journals and ledger, are integrated and clarified, so the whole makes sense. The result is a faster, much clearer comprehension that demystifies in an engaging way.

REVIEWS: "The authors...make the mystery easy to unravel... explains with humor and fun, why ledgers and journals need to be understood... This primer is concise and full of useful illustrations..." --Sidney Kess, CPA, JD, LLM. "Finally, there is a book on the market with an easy-to-grasp formula that can help bewildered students, confused bookkeepers, and business owners...to understand the principles of accounting." --Bruce J. Temkin, author of The Terrible Truth About Investing. "Why struggle with accounting concepts? This is the first book to explain a practical system in a readily understood manner." --Lester J. Mantell, CPA, JD, LLM, New York, NY. "A straightforward, step-by-step process makes difficult concepts easy to understand." --Richard Epstein, CPA, New York, NY.

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