



## Principles of Business Financial Accounting (Paperback)

By Pramod Gupta

AUTHORHOUSE, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This text is designed to teach accurate financial accounting, which has the communication of relevant financial information to internal and external users as its primary subject. This volume represents to focus on new directions with special emphasis on concepts, rational, measurement, and reporting. With this in mind, I have attempted to impart these principles in this book. All of the financial terms are described using easy-to-understand terminology, as are the financial ratios. I believe this book would make an excellent addition to the library of any finance or non-finance individuals who are involved in personal or business accounting. I hope this book will be a key to every reader s success.

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