



Managerial Accounting

18th Edition

Garrison, Noreen, and Brewer

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As the #1 best-seller in Managerial Accounting, the 18th edition of Garrison/Noreen/Brewer's *Managerial Accounting* continues to innovate in the ways it sets up students for their future career paths. Known for its clear and concise narrative, Garrison's 18th edition continues to be cutting edge through the incorporation of Data Analytics Exercises, Integrated Excel, and a robust assessment package all incorporated and auto-gradable within Connect. New to this edition, follow an engaging continuing case featuring a real, mission driven company, Howdy Homemade Ice Cream. New franchise co-author, Norma Montague's contributions sharpened the diversity, inclusion, and ESG topic coverage throughout the text through the In Business boxes, Entrepreneur Spotlights, and language choices focused on eliminating generalizations and stereotypes around gender, abilities/disabilities, race/ethnicity, sexual orientation, diversity of names, and age.

Features

New Features

- Added an Entrepreneur Spotlight in all chapters.
- Added a Communicating with Data Visualizations feature in all chapters.
- Added two new data analytics exercises in the back of each chapter.
- Added author-created instructional videos for each learning objective throughout the book, plus an overview video for each chapter.
- A new Continuing Case in Connect that follows managerial accounting decisions at a real company. Howdy Homemade Ice Cream is a real company, and the Asheville, NC franchise that forms the foundation for this case study is owned and operated by author Pete Brewer. The serial case study that spans most of the textbook's chapters enables students to see that managerial accounting provides an integrated set of tools that support organizational planning, control, and decision-making.
- Refreshed inclusive content guidelines were implemented to eliminate any generalizations and stereotypes around gender, abilities/disabilities, race/ethnicity, sexual orientation, diversity of names, and age. In addition, best practices in assessment creation were employed to eliminate cultural, cognitive, and affective bias. More diverse voices were also involved in the review and creation of the content.
- **Connect Only Test-Bank:** An online test bank available in Connect contains more than 1,600 author-created multiple-choice questions. Additionally, these Connect-only questions are presented in a combination of static and algorithmic (both quantitative and qualitative algo) and they cover all learning objectives for each chapter. The questions are qualitative and quantitative in nature, and they span the entire "degree-of-difficulty" continuum, including easy, medium, and hard.
- **Audio Hints** are available for certain problems in Connect and offer brief explanations of the key steps students need to solve a specific end-of-chapter problem. With callouts to individual chapter learning objectives, audio hints are both a helpful tool for completing an assignment as well as an additional opportunity for students to link their work back to the chapter content.
- **SmartBook 2.0:** Available within Connect, personalizes learning to individual student needs, continually adapting to pinpoint knowledge gaps and focus learning on concepts requiring additional study. For instructors, SmartBook tracks student progress and provides insights that guide teaching strategies and advanced instruction, for a more dynamic class experience.
- **TestBuilder:** Available within Connect, Test Builder is a cloud-based tool that enables instructors to format tests that can be printed or administered within a Learning Management System. Test Builder offers a modern, streamlined interface for easy content configuration that matches course needs, without requiring a download.

Retained Features

- **Excel Analytics:** In Excel Analytics, students work with complex data sets; filter data; learn Excel functionality such as Goal Seek, Pivot Tables, and Solver; and build data visualizations that tell the accounting and analytics story. These activities go beyond basic data manipulations and Excel skills by asking students to think critically and holistically about the story they have created.
- **Tableau Dashboard Activities** allow students to explore live Tableau dashboards directly integrated into Connect through interactive filters and menus as well as auto-graded, analysis-based questions. Students can check their understanding and apply what they are learning within the framework of analytics and critical thinking.
- **Integration Exercises** help students see how "it all fits together" and provide greater managerial insight & more effective planning, controlling, and decision making. These exercises offer challenging questions that require students to work in teams, helping them derive solutions that synthesize what they have learned throughout the semester. There are a total of 20 Integration Exercises included in Connect and the back of the text.

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