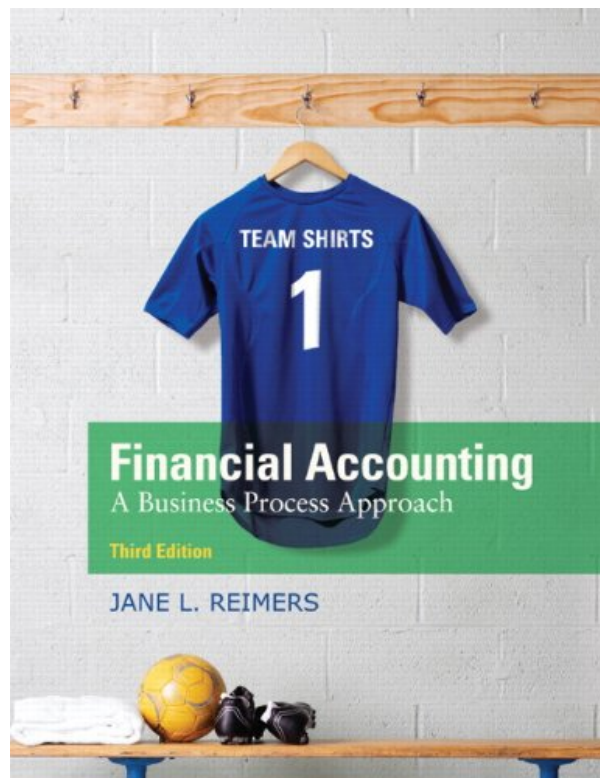


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For readers interested in learning financial accounting through how businesses operate.

About the Author

Jane Reimers has taught introductory financial accounting for over 20 years, to students with a wide range of abilities and backgrounds. After earning her Ph.D. from the University of Michigan, where she first taught financial accounting, she spent four years at Duke, fourteen years at Florida State, and the past three years at Rollins College in Winter Park, Florida. Her students have been traditional and non-traditional, and they have been accounting and other business majors, economics majors, fashion design majors, sports management majors, and even IRS employees who needed an introductory course in financial accounting. She has lectured in auditoriums, taught in small- and medium sized-classrooms, and coordinated an on-line course for hundreds of students. With an undergraduate degree in education and graduate degrees in accounting and a wealth of teaching experience, she has written a book for this exact time in the history of accounting education. She hopes both students and instructors come away with the enthusiasm and respect she has for accounting.

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