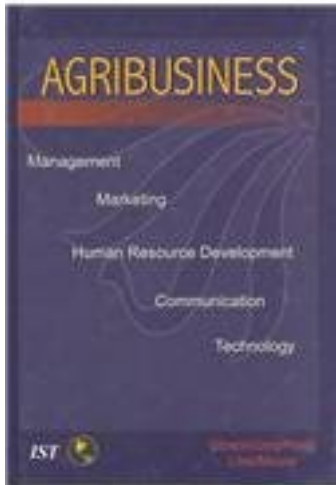


Agribusiness



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著者:Elliot, Jack

出版者:

出版时间:2008-2

装帧:

isbn:9781428319127

Agribusiness: Decisions & Dollars, second edition, provides readers the important "need to know" information necessary to make effective decisions, and to value financial progress and success regardless of agricultural enterprise size. As the first agricultural education level text based on the Generally Accepted Accounting Principles (GAAP) users will learn the most basic life skills such as the mechanics of writing a check to better understanding complex enterprise analysis. This informal, approachable writing style is used to engage and help students gain a clear understanding of the importance of basing decisions on financial records. Example financial statements were generated from the National Council for Agricultural Education's curriculum "DECISIONS & DOLLARS" and the content for the text was pilot tested in 10 states with almost 90 secondary level teachers.

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