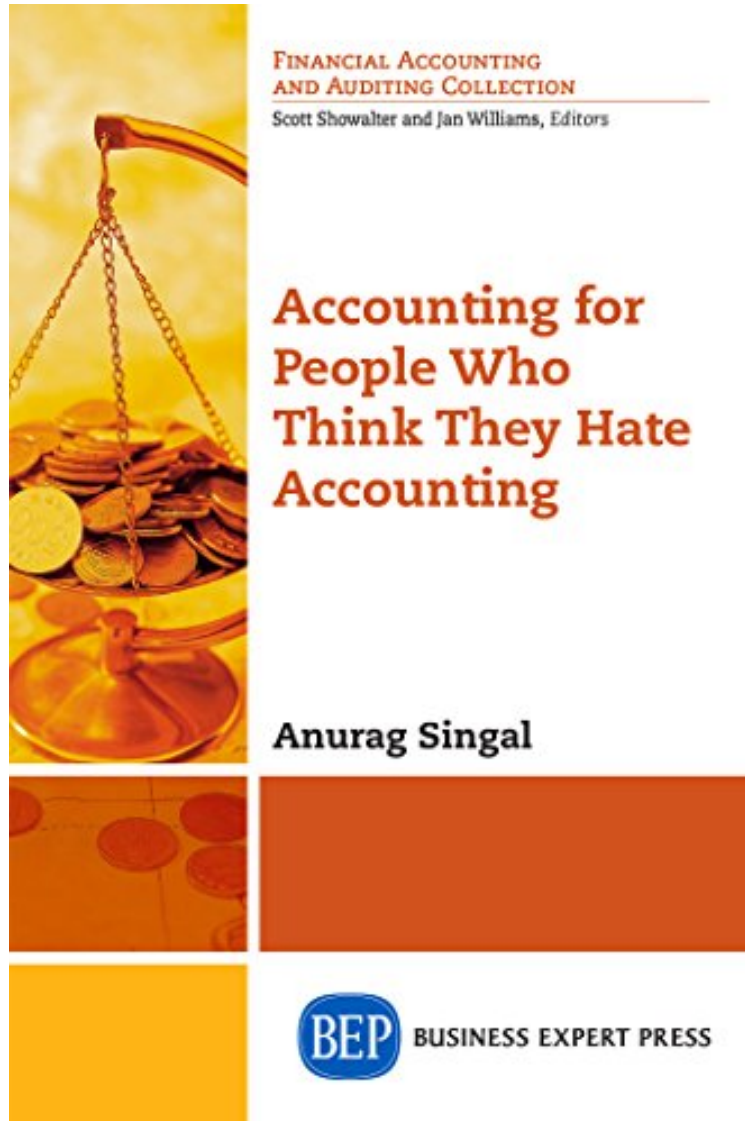


Accounting for People Who Think They Hate Accounting

Anurag Singal

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Financial statements serve as a report card for a business through which managers and entrepreneurs can know their exact financial positions. These financial statements are prepared only through financial accounting. The main purpose

of financial accounting is to help entrepreneurs exercise control over their business activities by controlling total costs incurred so that they are able to earn higher profits. So, in order to understand where exactly the business stands financially, knowledge of financial accounting is imperative. What is financial accounting? Why do I need to understand it? How will it help me in my business? Why is it important to me? Or Is it important to me? These are some of the questions that surface in the minds of young and aspiring entrepreneurs when they start their business or are on the verge of starting one. This book aims to answer them in the most practical and comprehensible manner possible so that accounting is no longer a nightmare for them.

About the Author Anurag Singal is a chartered accountant and an MBA from IIM Ahmedabad. He secured All India Rank 22 and 25 in CA Final and CA PE-II respectively, having secured All India Highest in Mathematics in CA PE-I. He received the ÓCA Professional Achiever-Manufacturing SectorÓ at the 6th ICAI Awards in February 2013 for his professional contribution across his stints across leading corporate houses in India. He graduated from IIM Ahmedabad in the year 2015 after successfully completing his PGPM. His e-learning lectures on auditing and strategic finance are hosted on the Knowledge Portal of ICAI. He is a CA-GMCS faculty at Kolkata and has mentored hundreds of young chartered accountants. He is the co-founder of cajobportal.com, India's first job portal exclusively for chartered accountants. Within six months of launch, this website has attracted 1.2 million plus page views from across the country.