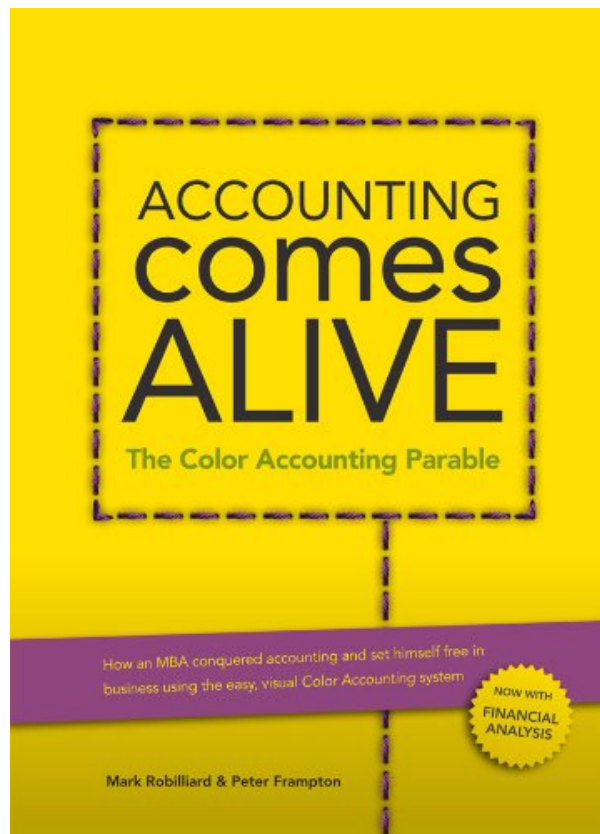
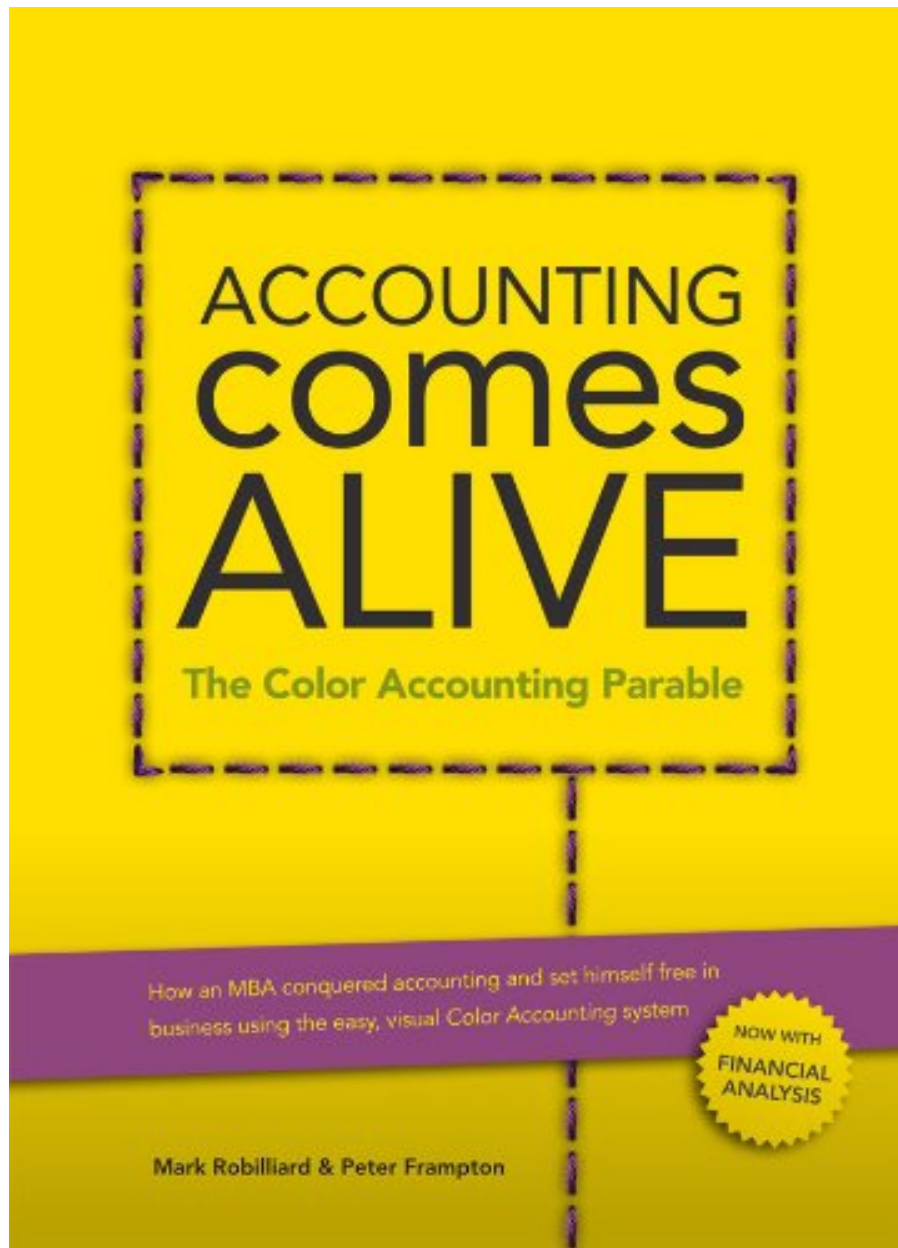


ACCOUNTING COMES ALIVE: THE COLOR ACCOUNTING PARABLE BY MARK ROBILLIARD, PETER FRAMPTON



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Review

[Color Accounting] has the advantage of showing how accounting works visually. We all tend to see problems and relationships more easily visually, so the ACA approach takes advantage of how we learn most effectively. As such, I believe that it is of value to anyone who is interested in understanding how accounting works (from high school students to undergrads to MBAs to business executives). --Professor Paul Healy, Harvard Business School

About the Author

Mark Robilliard and Peter Frampton are the founders of Accounting Comes Alive International, an education organization that teaches accounting and business literacy around the world.

They are certified accountants who qualified while working at KPMG, the 'Big 4' international accounting firm.

Peter and Mark work with Accounting Comes Alive's licensed trainers work to serve leading corporations, not for profit organizations and universities promoting accounting literacy. They operate in North America, Europe, Africa, Asia and Australia.

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“Accounting Comes Alive has the advantage of showing how accounting works visually. As such, I believe that it is of value to anyone who is interested in understanding accounting, from high school students to undergrads to MBAs to business executives.” – Professor Paul Healy, Harvard Business School

For anyone who has struggled with accounting comes this quick read like no other. Using a breakthrough visual system called Color Accounting™ this best-seller makes learning accounting easy. The book engages you in the story of an ambitious man being taught accounting and business by his wise grandfather. The parable brilliantly simplifies how accounting and business truly work, in such a way that anyone can really ‘get it’. Color Accounting strips away obscure detail and jargon – leaving you to focus on the essence of what you really need to know.

You will literally see how accounting works in the many colorful diagrams that lead you through the setting up and running of a business - clarifying principles that you can apply to your own life and workplace.

By reading The Color Accounting Parable you will learn to read and interpret Balance Sheets and Income Statements with confidence. Plus you will learn how to avoid 5 fatal mistakes that business owners often make.

The authors are two certified accountants who worked for the largest accounting firm in the world. They draw on their experiences teaching at some of the most reputable universities, corporations, banks, law firms, not-for-profit organizations and government agencies in the United States and around the world.

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Most helpful customer reviews

9 of 9 people found the following review helpful.

Outstanding!

By Pearl Daly

I read this book in one sitting (3hrs) and can now say that I finally understand accounting and financial analysis and am even quite excited by them! The creators of this book bring accounting to life via the art of story-telling and wonderful use of colour / visual aids - the learnings being embedded on multiple layers. I particularly like the fact that they've stayed away from the classic use of RED and BLACK!!

Being in the organisational development field, I recommend this book be made compulsory reading for Managers and Leaders within the corporate arena. To all budding Entrepreneurs this book is a must for your business toolkit.

I understand that there is an associated workshop and I shall be signing up for that and recommending it to my company's CFO.

Thank you Mark Robilliard and Peter Frampton for creating such a masterpiece!

7 of 7 people found the following review helpful.

This book transforms the way accounting is taught!

By Paul

Wow! - I get it! I finally understand Accounting!!!!

The book uses effective color themes and a simple story (parable) to take the reader through a gradual learning process. Starting off with easy to understand, basic accounting concepts, and gradually moving on to use formal accounting terms and principles like Income statements and Balance Sheets - always applying the simple color concepts to help the reader apply and understand the basic accounting principles.

The second part of the book actually covers financial analysis! So on completion of this book, one has a thorough understanding of accounts in general, income statements and balance sheets AND the ability to analyze the health of a company.

What a wonderful approach to learning and understanding accounting!

10 of 11 people found the following review helpful.

Short and sweet, if you like parables

By Amazon Customer

A fairly quick and easy read that can help the layperson better understand accounting. It may have actually helped me with my Accounting class.

See all 58 customer reviews...

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