



Video Launchpad

ACCOUNTING ESSENTIALS

Your textbook purchase includes access to videos that introduce key concepts. These videos include content and coverage that is not included in your print textbook. When you see a prompt in your textbook to view a video, open this Video Launchpad and access the videos by clicking the following links:

CHAPTER 1	
Section Where Video Appears	Video Title
Accounting and Bookkeeping Defined	The Accounting Equation
Evaluating Transactions	Evaluating Transactions
Recording Transactions	Recording Transactions
CHAPTER 2	
Section Where Video Appears	Video Title
Step 1: Analyze Business Transactions	The Accounting Cycle
CHAPTER 3	
Section Where Video Appears	Video Title
Debits and Credits	Debits and Credits
T-Accounts	T-Accounts
General and Subsidiary Ledgers	General and Subsidiary Ledgers
CHAPTER 4	
Section Where Video Appears	Video Title
Deferred Expenses	Deferred Expenses and Revenue
Accrued Expenses	Accrued Expenses and Revenue
Depreciation	Depreciation
CHAPTER 5	
Section Where Video Appears	Video Title
Income Statement	Income Statement
Statement of Owner's Equity	Statement of Owner's Equity
Balance Sheet	Balance Sheet

CHAPTER 6

Section Where Video Appears	Video Title
Petty Cash	Recording Petty Cash
Preparing a Bank Reconciliation	Bank Reconciliation

CHAPTER 7

Section Where Video Appears	Video Title
Completing a Horizontal Analysis	Horizontal Analysis
Completing a Vertical Analysis	Vertical Analysis
Liquidity Ratios	Liquidity Ratios

CHAPTER 8

No Videos in this Chapter

CHAPTER 9

Section Where Video Appears	Video Title
Merchandise Inventory Account	Merchandise Inventory Account
Determining the Value of Merchandise Inventory	Determining the Value of Merchandise Inventory
Adjusting Merchandise Inventory	Adjusting Merchandise Inventory