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There are so many interesting subjects that are taught in colleges and universities across the world. In the new age you also find a range of new subjects and topics that colleges and universities are offering and students lapping them up. But there are these age old subjects like accounting and advertisement and promotion that are still popular. And there are some fantastic books that offer the best information on these two topics. The names of two of these books that immediately come to mind are Accounting Texts and Cases 13th Edition and Advertising and Promotion 9th Edition Belch.

Think about it â€“ no matter how advanced we have become with the advent of computers, can a business run when they donâ€™t have proper accountants keeping a tab on the earnings and expenses? While there are many accounting software solutions available for one to use, one cannot just make entries just like that. A basic understanding of accounts is a must for someone to keep a tab on the accounts of a business. Accounting Texts and Cases 13th Edition, through its wonderful texts and cases, makes this understanding robust. There are plenty of real life cases and solutions that help future accountants realize what they need to apply and where.

Tally is one of the most powerful accounting software solutions in the world. But can you let someone with zilch knowledge of accounts to manage this software? You cannot because this person will not know the difference between debit and credit and accounts receivable and accounts payable. So, no matter how easy it is now to enter figures into the books of accounts, knowledge is still required. And knowledge is what you get when you refer to books like Accounting Texts and Cases 13th Edition.

The same theory applies to advertisement and promotion too. If a company is looking for the right advertisement campaign, they can simply connect with one of the many thousand advertising firms that can be found all over the country. These firms understand the requirement of their clients and create appropriate ad campaigns. But wouldnâ€™t it be wonderful to have someone on board who can understand what will go well and what will not? After all, it is someone inside the company who will know best about the pulse of the customer. Knowledge of advertisement and branding is a must for someone like this. And this knowledge can be had when someone uses books like Advertising and Promotion 9th Edition Belch.

Advertising and Promotion 9th Edition Belch tells you exactly what you should adopt as your branding and promotion strategy depending on the type of business you have. If you are looking at a career as a branding officer, this book can be the best that you will ever come across.

And since both Accounting Texts and Cases 13th Edition and Advertising and Promotion 9th Edition Belch are available online there is no hassle for you to search for them and buy them. Get them now and kick start your career.

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