

ACCA Paper F1 Accountant in Business– Study Textbook from TonySurrudge.co.uk (just £3 each)

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ACCA F1 Study Textbooks now available from TonySurrudge.co.uk, updated for the 2010 ACCA exam syllabus.

The ACCA Paper F1 exam, Accountant in Business subject, revolves around the idea to develop knowledge and understanding of the business environment and the influence this has on how organisations and accountants operate, and of the role of the accountant and other key business functions in contributing to an efficient, effective and ethical organisation, and to build knowledge and understanding of the basic principles of effective management.

As of 7th January 2010, the accountancy education publishers, <http://www.TonySurrudge.co.uk> have launched their new ACCA Paper F1 Study Textbook. Available on their website to purchase and download onto your computer at the extremely low cost of just £3, this ACCA F1 publication is the latest addition to the TonySurrudge +AddVance E-books range, specifically designed for the ACCA syllabuses, and aimed at worldwide accountancy students currently sitting those respective exams.

The low affordable cost of £3 per E-book is comparably cheaper to many other providers and publishers of “paid for” ACCA materials, with a potential saving of up to 90% off competitors’ retail prices. However, just because the price tag is cheap, you would be wrong to think that the volume of the text or teaching standard within these TonySurrudge E-books reflects low quality. Far from it! Each publication from TonySurrudge.co.uk is written to very high standards, by authors with over 30 years’ experience, with some publications reaching almost 800 pages long. In fact, on occasions, due to popular demand, the authors at TonySurrudge.co.uk have sometimes been criticized for not bringing out MORE materials and subjects quicker, for the current academic market who need to sit their exams sooner rather than later. Their response is purely one of quality. A senior manager of the company stands by their decision and said: “We understand that many students are requesting more of our written ACCA study materials, particularly for those subjects which we don’t yet cover. We take that as a good sign that our students find our E-books very useful; that they enjoy our method of teaching, the design and layout of the materials, and ultimately the content held within, and therefore want our ACCA products for their other subjects. And whilst we understand their desperate need for high quality study materials, and at the same time at an affordable price which won’t break their bank, we must adhere to our policy of only launching a publication when it is truly ready. Quality is paramount to us, and our goal is to prepare the student, taking their exams, by giving them the full knowledge required. Despite our low pricing structure, we cannot allow and will not launch a publication that only covers, for example, 75% of the topic, on the pretext that they are only paying £3 for the publication after all. In our case, price DOES NOT reflect quality. We go above and beyond and I’m sure, that deep down, the students appreciate the slightly longer wait for higher quality learning materials which offer them a good advantage in their exams.”

The company TonySurrudge.co.uk designed it’s range of +AddVance E-books to bring affordable yet high quality teaching to ACCA students worldwide, particularly to those in locations where financial support for education is limited or non-existent, to those who cannot afford the higher learning costs of conventional book-learning, and also for students who do not have access to suitable nearby learning institutes.

The authors at <http://www.TonySurrudge.co.uk> have vast experience, with the senior author, Mr. Tony Surrudge himself, having won various prestigious industry awards for his accountancy lectures and quality of teaching. Last year, he was the recipient of the Institute of Financial Accountants (IFA) 2009 award for

“Best UK Accountancy Lecturer of the Year”, and has just been nominated for PQ Magazine’s award “PQ Lecturer of the Year”, along with “PQ Accountancy Website of the Year”.

In addition to being authors and publishers of ACCA accountancy study materials, the TonySurr ridge.co.uk company offers much more to cover all stages of your accounting career including:

- An accountancy and finance specialist UK job board, presenting the latest vacancies and offering free job-seeking advice and interview techniques and much more.
- CPD credit based and 2-3 day intensive global business seminars covering a variety of accountancy and finance topics, as well as bespoke in-house training.
- ACCA, CIMA, MBA and University lecture support.
- An active accountancy and business based forum.
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This ACCA F1 – Accountant in Business, Study Textbook is only one of many from the TonySurr ridge.co.uk +AddVance E-book range of ACCA study materials. TonySurr ridge.co.uk produce publications in 3 genres: Study Textbook, Practice Questions and Answers, Revision Mnemonics and Charts and currently offer a mixture of these genres in the following ACCA subjects:

- ACCA Paper F1 – Accountant in Business
- ACCA Paper F2 – Management Accounting
- ACCA Paper F5 – Performance Management
- ACCA Paper F8 – Audit and Assurance (International)
- ACCA Paper F9 – Financial Management

Watch this space... TonySurr ridge.co.uk is currently working on the following subjects for “near-future” launch:

- ACCA F1 – Practice Questions and Answers
- ACCA F2 – Study Textbook
- ACCA F5 – Study Textbook
- ACCA F5 – Practice Questions and Answers
- ACCA F9 – Practice Questions and Answers
- ACCA P3 – Study Textbook
- ACCA P3 – Practice Questions and Answers
- ACCA P3 – Revision Mnemonics and Charts
- ACCA P7 – Study Textbook

For more information on the company, and to purchase these ACCA based study materials for just £3 each, go to the publisher direct at <http://www.TonySurr ridge.co.uk>

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