

Free eBook for Business Students

Free ebook of a popular business book is available through January 10, 2011.

Jan. 5, 2011 - [PRLog](#) -- A digital version of the book: *MBA Fundamentals: Accounting and Finance*, published by Kaplan Publishing, is being offered for free until January 10, 2011. Details on this free offer will be available at: <http://www.freekaplanebooks.com/>. Kaplan is offering 140 free titles during this promotion. Last September when a similar offer was made, over 13,000 users downloaded my book; making it the top business book download on Apple's iBooks. This time, the book is offered in versions for the Barnes and Noble Nook, Apple iPad, iPod, and iPhone, and the Sony eReader. The book retails for \$19.99 and is selling very well but Kaplan wants greater awareness of the ebook versions so it is offering the book for free until January 10, 2011.

This offer, for a full version of a basic accounting and finance book, is an excellent value in light of the cost of business textbooks. It is quite common for business textbooks to sell for more than \$100. Michael Griffin wrote the book as a result of 25 years of teaching accounting and finance courses at the University of Massachusetts Dartmouth.

Michael P. Griffin, the author of the book, said: "I am very excited about this offer. So many people received ebook readers this holiday season and I believe that ebook sales are exploding." He continues: "I am also hopeful that college students, who are on strict budgets, will take advantage and download the book which can be read on iPods, iPhones, iPads, the Nook, and the Sony eReader." He adds: "The soft copy of the book is also available right now at a special price on Amazon - which is nice timing as the Spring semesters are almost under way.

MBA Fundamentals: Accounting and Finance is written for nonbusiness majors who are starting out in an MBA program but Griffin believes it has a wider audience. He says: "This book is helpful to undergrads and managers who need a primer on accounting and finance basics."

Mr. Griffin, Assistant Dean of the Charlton College of Business, is a graduate of Providence College (BS 1980) and Bryant University (formerly Bryant College) (MBA 1982). He is also the Internship Director for the college. Mr. Griffin has worked for a number of employers including Fleet National Bank, E.F. Hutton and Company, and the Federal Home Loan Bank of Boston. Joining the University of Massachusetts Dartmouth in 1986, Mike served as Assistant to the Dean in the College of Business and Industry while teaching in the Accounting and Finance department. He has also taught in the Marketing/Business Information Systems department. His current course load includes Principles of Accounting, Cost Accounting, Advanced Managerial Accounting and Personal Finance.

He is a Certified Management Accountant (CMA) and a Certified Financial Manager (CFM), both designations are awarded by the Institute of Management Accountants. In addition, Michael holds the Chartered Financial Consultant (ChFC) designation from the American College and is a member of the Association of Certified Fraud Examiners.

Mr. Griffin is the author of many business books and has developed several software packages both for commercial and academic use. His latest book, *MBA Fundamentals: Accounting and Finance* was published by Kaplan Publishing. His latest educational tool is a study sheet/chart called *Strategic Finance and International Journal of Enterprise Information Systems*. He has been a consultant to a number of textbook publishers, including McGraw-Hill, Irwin, Addison Wesley, Pearson Education and Prentice Hall and has developed software for many software publishers including KMT Software Inc. Corel, Canon

and Templatezone.com.

Michael is a past recipient of the Thomas J. Higgins Award for Excellence in Teaching Award.

Michael lives Swansea, Massachusetts, is married and has four children. He is an avid fan of the Boston Red Sox, New England Patriots, Boston Bruins and Boston Celtics.

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Griffin Financial Concepts is a developer of financial content, software, and other digital tools. Our lead consultant is Michael P. Griffin. Mr. Griffin has over 20 years of experience as a writer, professor and consultant to numerous software, trade book and textbook publishers.

We stand at the intersection of content and technology. We develop the financial content that goes into a variety of digital media that people use to learn about finance and to work with financial concepts. Our content goes into the textbooks and software that college business students use in their personal, business and corporate finance courses. We develop the content that entrepreneurs use to prepare their business plans using Office Ready Business Plans and to perform financial calculations using the Ultimate Financial Calculator and the Ultimate Loan Calculator. Our content has been repurposed for newspaper and magazines, e-books and whitepapers.

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