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Isaac M. O'Bannon • Sep. 17, 2012

Bloomberg BNA has launched a new *Financial Accounting Resource Center*, a resource for CFOs, controllers and other accounting professionals who must keep ahead of fast-paced changes in accounting standards.

The site offers tools for understanding how accounting standards can be applied, from the valuation and impairment of assets, to accounting for financial instruments, as well as how these standards are changing, such as the **Financial Accounting Standards Board** (FASB)'s and International Accounting Standards Board (IASB)'s convergence process. It is the latest of Bloomberg BNA's practice area platforms that integrate industry news, analysis and reference content in one place.

The *Financial Accounting Resource Center* pairs the real world experience of practitioner authors with first hand reporting by Bloomberg BNA correspondents. The product integrates this analysis and reporting with primary sources so that practitioners can navigate from expert perspectives on key topics to codified GAAP or vice versa.

"The stakes are high for accounting professionals," said Darren McKewen, Group Publisher for Tax & Accounting. "The *Financial Accounting Resource Center* was designed for financial accountants based on research and feedback from financial accountants, so that users can have full confidence in a single, reliable solution to access breaking news, practical approaches to problem solving, and real world examples of how other companies have dealt with similar situations."

The resource center is organized to provide critical insight into increasingly complex

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