

FUNDAMENTAL ACCOUNTING PRINCIPLES WILD 21ST ED Workbook

Understanding the Fundamental Accounting Principles Wild 21st Edition

The world of accounting is built upon a foundation of core principles that ensure consistency, transparency, and comparability across financial statements. The **Fundamental Accounting Principles Wild 21st Edition** serves as a comprehensive guide for students, educators, and professionals aiming to grasp these essential concepts. As one of the most widely used textbooks in accounting education, it provides a detailed exploration of the principles that underpin accurate financial reporting and ethical practice in the field.

Introduction to Fundamental Accounting Principles

Accounting principles are the rules and guidelines that govern financial accounting. They form the backbone of how financial data is recorded, summarized, and reported. The *Wild 21st Edition* emphasizes the importance of understanding these principles to ensure users of financial information can make informed decisions. With the rapid evolution of business practices and financial regulations in the 21st century, mastering these foundational concepts remains crucial for maintaining integrity and clarity in financial reporting.

The Role of Accounting Principles in Financial Reporting

Ensuring Consistency and Comparability

- Accounting principles provide a consistent framework that allows stakeholders to compare financial statements across different periods and entities.
- They facilitate meaningful analysis and decision-making by standardizing how transactions are recognized and measured.

Promoting Transparency and Credibility

- Adherence to established principles enhances the credibility of financial reports.
- Transparency is achieved when financial statements accurately reflect the company's financial position and performance.

Supporting Ethical Financial Practices

- Fundamental principles guide accountants towards ethical standards, discouraging fraudulent reporting.
- They reinforce accountability and responsible management of financial information.

Core Principles Covered in Wild 21st Edition

The *Wild 21st Edition* thoroughly discusses several key accounting principles, each playing a vital role in shaping financial reporting standards.

1. Entity Concept

This principle states that a business is considered a separate entity from its owners or other businesses. Financial records should solely reflect the activities of the entity, not the personal affairs of owners or stakeholders.

2. Going Concern Assumption

Assumes that a business will continue to operate indefinitely unless there is evidence to the contrary. This impacts how assets and liabilities are valued and reported.

3. Monetary Unit Assumption

Financial reports are expressed in a stable currency, typically the currency of the country where the business operates, disregarding inflation or deflation.

4. Time Period Assumption

Financial activities are divided into specific periods (months, quarters, years) for reporting purposes, enabling timely insights into performance.

5. Cost Principle

Assets are recorded at their original purchase cost, not their current market value, providing objectivity and verifiability.

6. Revenue Recognition Principle

Revenue is recognized when it is earned, regardless of when cash is received, aligning income

reporting with economic activity.

7. Expense Recognition (Matching) Principle

Expenses are recognized in the same period as the revenues they help generate, ensuring accurate profitability measurement.

8. Conservatism Principle

When in doubt, accountants should choose the option that results in lower net income or asset valuation to avoid overstating financial health.

Applying Fundamental Principles: Practical Examples

Example 1: Recording a Sale

- Under the revenue recognition principle, a company records revenue when the goods are delivered or services rendered, not necessarily when the payment is received.
- This ensures that financial statements accurately reflect the company's performance within a given period.

Example 2: Valuing Assets

- Assets are recorded at cost, following the cost principle.
- If the market value of an asset declines, it is not revalued downward unless impairment occurs, maintaining objectivity and consistency.

Importance of Ethical Standards in Accounting Principles

Beyond the technical rules, the *Wild 21st Edition* emphasizes the importance of ethical standards in applying accounting principles. Ethical considerations include honesty, integrity, and objectivity, which are fundamental for maintaining public trust in financial reporting.

Ethical Challenges and Principles

- Maintaining confidentiality of financial information.
- Ensuring accuracy and completeness in financial disclosures.
- Avoiding conflicts of interest and fraudulent practices.

- Upholding transparency and accountability.

Evolution of Accounting Principles in the 21st Century

The rapid advancements in technology, globalization, and regulatory environments have influenced the development of accounting standards. The *Wild 21st Edition* discusses how contemporary issues such as digital currencies, international financial reporting standards (IFRS), and sustainability disclosures are shaping modern accounting principles.

Key Developments

- Integration of International Financial Reporting Standards (IFRS) to promote global comparability.
- Incorporation of sustainability and environmental, social, and governance (ESG) factors into financial reporting.
- Utilization of accounting software and AI for improved accuracy and efficiency.
- Enhanced focus on ethical standards amid increased scrutiny and regulatory oversight.

Conclusion: Mastering the Fundamentals

The **Fundamental Accounting Principles Wild 21st Edition** remains an indispensable resource for understanding the bedrock of accounting practices. By adhering to these principles, professionals can produce financial reports that are accurate, reliable, and ethically sound. As the accounting landscape continues to evolve with technological and global changes, a solid grasp of these core principles ensures that practitioners are well-equipped to navigate future challenges and uphold the integrity of financial reporting.

Additional Resources for Aspiring Accountants

To deepen your understanding of the fundamental accounting principles, consider exploring the following:

- Official accounting standards issued by regulatory bodies such as FASB and IASB.
- Case studies illustrating ethical dilemmas and their resolutions.
- Continuing education courses focusing on emerging accounting topics.
- Professional certifications like CPA, CMA, or ACCA, which emphasize ethical standards and principles.

In summary, mastering the fundamental accounting principles as detailed in Wild's 21st edition is

essential for anyone seeking a successful career in accounting. They provide the foundation upon which all financial reporting rests, fostering trust, clarity, and accountability in the business world.

Fundamental Accounting Principles Wild 21st Ed: An In-Depth Review

Accounting is often called the language of business, and mastering its principles is essential for students, professionals, and entrepreneurs alike. The Fundamental Accounting Principles Wild 21st Ed stands as a comprehensive textbook aimed at demystifying the complex world of accounting. Now in its 21st edition, the book continues to serve as a cornerstone resource, combining clarity, depth, and practical insights. This review provides an in-depth analysis of its content, structure, strengths, and areas for improvement, helping prospective readers and educators determine its value in learning or teaching accounting.

Overview of the Book

The Fundamental Accounting Principles Wild 21st Ed is a widely-used textbook designed to introduce fundamental accounting concepts to students at the introductory level. Published by McGraw-Hill Education, the book emphasizes a balance between theoretical frameworks and practical applications. Its approachable language and structured layout make it suitable for both classroom instruction and self-study.

This edition continues to uphold its reputation for clarity and pedagogical effectiveness, incorporating recent updates to reflect changes in accounting standards and practices. It aims to build a solid foundation in accounting principles, preparing readers for more advanced courses or professional certifications.

Content Coverage and Structure

Comprehensive Topic Coverage

The book covers all essential areas that form the backbone of accounting education, including:

- The accounting cycle
- Financial statements
- Accounting for assets, liabilities, and equity
- Revenue recognition
- Expense matching
- Internal controls
- Cash and receivables
- Inventory and cost of goods sold

- Long-term assets
- Liabilities and bonds payable
- Equity transactions
- Financial statement analysis

The inclusion of recent standards and practices, such as updates related to GAAP and IFRS, ensures that students learn current methodologies.

Organization and Layout

The chapters are logically sequenced, starting with basic concepts and gradually advancing to more complex topics. Each chapter begins with learning objectives, followed by clear explanations, illustrative examples, and end-of-chapter exercises. The inclusion of real-world scenarios helps contextualize abstract principles, making the material more relatable.

The book also offers numerous visual aids—charts, diagrams, and tables—that facilitate comprehension. The consistent formatting and clear headings allow for easy navigation, which is particularly beneficial for self-learners.

Pedagogical Features

Learning Aids and Resources

- Chapter Summaries: Concise recaps reinforce key points.
- Key Terms and Concepts: Highlighted to emphasize important vocabulary.
- Practice Exercises: A variety of problems and questions to test understanding.
- Real-World Examples: Case studies and practical scenarios to connect theory with practice.
- End-of-Chapter Quizzes: Short assessments to gauge retention.

Supplementary Materials

The edition is often accompanied by online resources, including:

- Interactive quizzes
- Flashcards
- Video tutorials
- PowerPoint slides for instructors

These resources enhance engagement and cater to different learning styles.

Strengths of the Wild 21st Edition

- **Clarity and Accessibility:** The language is straightforward, making complex concepts understandable for beginners.
- **Updated Content:** Reflects recent changes in accounting standards and practices, ensuring relevance.
- **Practical Orientation:** Emphasis on real-world applications helps students see the relevance of accounting principles.
- **Strong Visual Aids:** Charts, tables, and diagrams aid in comprehension.
- **Comprehensive Coverage:** Well-rounded content prepares students for various aspects of accounting.
- **Pedagogical Support:** Learning aids and online resources enhance the learning experience.
- **Instructor-Friendly:** Instructor resources facilitate teaching and assessment.

Limitations and Areas for Improvement

While the Fundamental Accounting Principles Wild 21st Ed is highly regarded, it is not without some limitations:

- **Depth of Content:** As an introductory textbook, some topics are simplified and may not delve deeply into advanced nuances.
- **Practice Problems:** Though ample, some users find the exercises to lack complexity for advanced learners.
- **Digital Integration:** The online resources, while helpful, could benefit from more interactive features and enhanced multimedia content.
- **Global Perspective:** The focus is primarily on U.S. GAAP, which might limit usefulness for international students or those studying IFRS extensively.
- **Update Frequency:** Given the fast-changing nature of accounting standards, future editions will need to incorporate the latest regulations and standards promptly.

Features and Unique Selling Points

- **Clear pedagogical structure:** The step-by-step approach simplifies learning complex topics.
- **Real-world relevance:** Case studies and examples make the material applicable to actual business scenarios.
- **Balanced emphasis:** Between theoretical principles and practical applications.
- **Accessibility:** Designed for beginners, with jargon explained and concepts broken down.
- **Supplemental digital tools:** Enhances the traditional textbook with interactive content.

Who Should Use This Book?

The Fundamental Accounting Principles Wild 21st Ed is ideal for:

- Accounting students beginning their journey in financial accounting.
- Business students seeking a foundational understanding of accounting.
- Instructors looking for a comprehensive yet accessible teaching resource.
- Self-learners who prefer structured guidance with practical examples.

While it serves as an excellent introductory text, those seeking advanced or specialized accounting knowledge may need supplementary resources.

Comparison with Other Textbooks

Compared to other introductory accounting textbooks, Wild's book stands out for its clarity, practical focus, and pedagogical support. Some competitors may offer more in-depth coverage or advanced topics, but Wild's balance makes it especially suitable for beginners. Its user-friendly format and extensive online resources give it an edge for self-study and classroom use.

Final Thoughts

The Fundamental Accounting Principles Wild 21st Ed remains a leading resource for those venturing into the world of accounting. Its clear explanations, practical examples, and comprehensive coverage make it a valuable tool for learning foundational concepts. While there is room for enhancement—particularly in digital interactivity and global perspectives—it continues to serve as a reliable, accessible, and well-structured textbook.

For students new to accounting or instructors seeking an effective teaching aid, Wild's latest edition offers a solid starting point. Its numerous strengths outweigh minor limitations, making it a recommended choice for building a strong accounting foundation in the 21st century.

In summary:

- Strengths: Clarity, updated content, practical focus, visual aids, pedagogical features.
- Limitations: Depth for advanced topics, digital interactivity, global standards.
- Ideal for: Beginners, educators, self-learners seeking a structured introduction.

Overall, the Fundamental Accounting Principles Wild 21st Ed continues to uphold its reputation as an essential resource in accounting education, adapting to modern learning needs while maintaining

its core educational strengths.

QuestionAnswer What are the primary objectives of the 'Fundamental Accounting Principles Wild 21st Ed' textbook? The textbook aims to provide a comprehensive understanding of basic accounting concepts, principles, and procedures, enabling students to develop strong accounting skills and apply them in real-world scenarios. How does Wild's 21st edition address the latest developments in accounting standards? The 21st edition incorporates recent updates to GAAP, IFRS, and other standards, ensuring students learn current practices and stay up-to-date with evolving accounting regulations. What pedagogical features are included in 'Fundamental Accounting Principles Wild 21st Ed' to enhance learning? The textbook includes real-world examples, detailed illustrations, end-of-chapter exercises, and online resources to reinforce understanding and facilitate practical application of accounting principles. Are there digital resources available with the Wild 21st edition for enhanced learning? Yes, the edition offers access to online learning tools, quizzes, tutorials, and practice problems through companion websites and digital platforms to support student engagement. How does the book approach the topic of ethical considerations in accounting? The textbook emphasizes the importance of ethics in accounting by discussing ethical dilemmas, professional standards, and the role of integrity in maintaining public trust in financial reporting. Is the 'Fundamental Accounting Principles Wild 21st Ed' suitable for beginners or advanced students? The book is primarily designed for beginners and introductory courses, providing foundational knowledge essential for progressing to more advanced accounting topics.

Related keywords: fundamental accounting principles, accounting standards, financial accounting, accounting textbooks, accounting education, accounting principles pdf, accounting concepts, accounting regulations, accounting curriculum, accounting theory

Principles life and work

Principles Life and Work: A Guide to Building a Fulfilling and Successful Life

In today's fast-paced and constantly changing world, having clear principles in life and work is more important than ever. Principles serve as the foundational values and beliefs that guide our decisions, behaviors, and interactions. They act as a compass, helping us navigate challenges, make consistent choices, and achieve personal and professional fulfillment. Understanding and applying core principles in both life and work can lead to greater clarity, integrity, and success.

Understanding Principles Life and Work

Principles in life and work are the fundamental truths or beliefs that influence our actions and attitudes. Unlike goals or objectives, which are specific outcomes we strive for, principles are enduring and universal. They provide a moral and ethical framework that shapes our character and guides our interactions.

Having strong principles helps:

- Maintain integrity and authenticity
- Build trust and credibility
- Make consistent and ethical decisions
- Foster resilience during difficult times
- Achieve long-term satisfaction and success

The Importance of Principles in Life and Work

Applying principles is essential because it aligns our actions with our core values. This alignment creates a sense of purpose and direction, increasing motivation and commitment. Moreover, principles help us:

- Cultivate discipline and self-control
- Develop healthy relationships
- Make difficult decisions with confidence
- Enhance reputation and credibility
- Lead a life of meaning and integrity

In the workplace, principles contribute to a positive organizational culture, promote ethical behavior, and drive sustainable success. In personal life, they foster self-awareness, emotional resilience, and genuine happiness.

Core Principles for a Fulfilling Life

While principles can vary based on individual values, some universal principles can guide anyone toward a more meaningful life:

1. Integrity

Being honest and transparent in all dealings builds trust and self-respect. Integrity entails doing the right thing even when no one is watching.

2. Respect

Valuing others' perspectives, boundaries, and dignity fosters healthy relationships and a compassionate mindset.

3. Responsibility

Taking ownership of your actions and their outcomes encourages accountability and personal growth.

4. Gratitude

Practicing gratitude shifts focus from what is lacking to what is abundant, enhancing well-being and contentment.

5. Compassion

Showing kindness and understanding toward others promotes empathy and social harmony.

6. Continuous Growth

Embracing lifelong learning and self-improvement helps adapt to change and achieve personal potential.

Principles for Effective Work and Career Success

In addition to personal principles, specific values in work can significantly impact professional success and satisfaction:

1. Excellence

Striving for quality and mastery in your work fosters pride and creates value.

2. Accountability

Owning your responsibilities and results builds trust with colleagues and clients.

3. Collaboration

Working effectively with others enhances creativity, problem-solving, and innovation.

4. Adaptability

Being open to change and learning new skills ensures relevance in a dynamic environment.

5. Ethical Conduct

Upholding honesty, fairness, and respect maintains integrity and a positive reputation.

6. Customer Focus

Prioritizing client needs and satisfaction leads to loyalty and business growth.

Developing and Living Your Principles

Having principles is one thing; living by them consistently is another. Here are strategies to embed principles into your daily life and work:

1. Clarify Your Core Values

Reflect on what matters most to you. Write down your core beliefs and principles to create a clear personal or professional manifesto.

2. Set Intentional Goals Aligned with Principles

Ensure your goals reflect your principles. For example, if integrity is vital, set goals around honesty and transparency.

3. Practice Self-Reflection

Regularly evaluate your actions and decisions. Ask yourself if they align with your principles.

4. Seek Role Models and Mentors

Learn from individuals who exemplify strong principles and integrity.

5. Make Ethical Decisions

When faced with dilemmas, consider what aligns with your core principles before acting.

6. Embrace Accountability

Hold yourself responsible for living according to your principles and learn from mistakes.

Challenges in Upholding Principles

Living by principles may sometimes be challenging, especially when faced with pressure, temptation, or conflicting interests. Common obstacles include:

- External pressures to compromise values for short-term gains
- Fear of rejection or criticism
- Lack of confidence or clarity about principles
- Habitual behaviors that conflict with core beliefs

Overcoming these challenges requires courage, self-awareness, and a commitment to authenticity. Remember, consistency in principles builds character and long-term respect.

Benefits of a Principles-Driven Life and Work

Adopting principles as the foundation of your life and work offers numerous benefits:

- Increased trust and credibility from others
- Greater resilience in adversity
- Enhanced decision-making clarity
- Personal integrity and inner peace
- Stronger relationships and networks
- Long-term fulfillment and success

A principles-driven approach aligns your actions with your true self, leading to a more authentic, meaningful, and rewarding life.

Conclusion

Principles in life and work form the bedrock of a meaningful and successful existence. They serve as guiding lights that help us navigate complex situations, uphold integrity, and stay true to our values. Building awareness of your core principles, actively practicing them, and overcoming challenges ensures that your personal and professional life remain aligned with what truly matters.

Remember, cultivating principles is an ongoing process. As you grow and evolve, so too should your understanding and application of your core values. Embrace this journey of self-discovery and integrity, and you will find yourself living a life filled with purpose, respect, and genuine success.

Principles of Life and Work: A Comprehensive Guide to Navigating Success and Fulfillment

In a world characterized by rapid change and unpredictable challenges, understanding and adopting core principles of life and work can serve as a compass for personal growth, professional success, and overall well-being. These principles are timeless truths and guiding standards that help individuals make consistent, ethical, and effective decisions, fostering resilience and purpose. Whether you're seeking to improve your personal life, advance your career, or find a balanced approach to both, grounding yourself in solid principles can create a foundation for sustained fulfillment and achievement.

The Significance of Principles in Life and Work

Principles act as the internal compass that guides your choices, behaviors, and interactions. They shape your character, influence your relationships, and determine your professional trajectory. In essence, principles provide clarity amidst chaos, helping you:

- Make ethical decisions aligned with your values
- Build trust and credibility with others
- Stay resilient during setbacks and failures
- Cultivate a growth mindset and continuous learning
- Achieve consistency and integrity in actions

Understanding these principles and integrating them into everyday life ensures you are not merely reacting to circumstances but proactively shaping your destiny.

Core Principles of Life

Living a principled life involves adhering to values that promote personal integrity, purpose, and happiness. Below are some fundamental principles that underpin a meaningful and balanced existence.

- Authenticity and Self-Awareness

Authenticity entails being true to yourself, embracing your unique qualities, and living in alignment with your core values. Self-awareness complements this by understanding your strengths, weaknesses, passions, and motivations.

- Know what truly matters to you
- Avoid pretending to be someone you're not
- Regularly reflect on your actions and goals

- Growth and Continuous Learning

A commitment to personal growth involves seeking knowledge, developing new skills, and embracing change.

- Cultivate curiosity
- View failures as opportunities to learn
- Stay open to feedback and adapt accordingly

- Compassion and Empathy

Building meaningful relationships requires understanding others' perspectives and showing kindness.

- Practice active listening
- Show genuine concern for others' well-being
- Offer help without expecting immediate reciprocation

- Resilience and Perseverance

Life inevitably presents challenges; resilience allows you to bounce back stronger.

- Develop mental toughness
- Maintain optimism during adversity
- Focus on long-term goals rather than short-term setbacks

- Gratitude and Contentment

Appreciating what you have fosters happiness and reduces stress.

- Keep a gratitude journal
- Celebrate small victories
- Avoid comparison and envy

Principles of Work

Principles in the professional realm are essential for building a successful, ethical, and fulfilling career. They guide behavior, decision-making, and interactions with colleagues, clients, and stakeholders.

- Integrity and Honesty

Trust is the cornerstone of professional relationships.

- Be truthful in your communications
- Own your mistakes and rectify them
- Uphold ethical standards, even when inconvenient

- Excellence and Accountability

Striving for high standards and taking responsibility for your work fosters reputation and trust.

- Deliver quality consistently
- Meet deadlines and commitments
- Accept constructive criticism and improve

- Collaboration and Teamwork

Most achievements are the result of effective teamwork.

- Respect diverse perspectives
- Communicate openly
- Support colleagues and share credit

- Innovation and Adaptability

The ability to innovate and adapt is vital in a dynamic environment.

- Embrace change proactively
- Seek creative solutions
- Stay updated with industry trends and technologies

- Leadership and Influence

Good leaders inspire and motivate others.

- Lead by example
- Empower others to excel
- Make decisions based on fairness and vision

Integrating Principles into Daily Life and Work

Adopting principles is not a one-time event but a continuous process. Here are strategies to embed them into your daily routines:

- Clarify Your Core Values

Identify what principles resonate most with you and write them down.

- Reflect on role models and mentors
- Prioritize your list of core principles
- Revisit and revise periodically

- Set Intentional Goals

Align your goals with your principles to ensure consistency.

- Establish SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals

- Break down long-term visions into actionable steps
- Regularly assess progress

- Practice Mindfulness and Reflection

Daily or weekly reflection helps reinforce your principles.

- Keep a journal of experiences and lessons learned
- Meditate or practice mindfulness to stay present
- Adjust behaviors that are misaligned with your values

- Seek Feedback and Mentorship

Other perspectives can help you stay true to your principles.

- Engage with mentors or coaches
- Be open to constructive criticism
- Use feedback as a growth tool

- Lead by Example

Whether in personal relationships or professional settings, demonstrate your principles through actions.

- Be consistent in ethics and behavior
- Inspire others through your integrity
- Create a culture of principles in your team or community

Challenges in Upholding Principles

While principles are vital, adhering to them isn't always straightforward. Common challenges include:

- External pressures to compromise ethics for success

- Conflicting principles that require prioritization
- Fear of criticism or rejection
- Temptations to take shortcuts or cut corners

Overcoming these challenges involves unwavering commitment, self-discipline, and a clear understanding of your purpose. Remember, short-term compromises can undermine long-term trust and fulfillment.

The Benefits of Living by Principles

Adopting and consistently practicing principles yields numerous benefits:

- Enhanced Trustworthiness: Others see you as reliable and ethical.
- Greater Self-Respect: Living authentically boosts self-esteem.
- Resilience in Adversity: Principles serve as anchors during tough times.
- Clarity of Purpose: Clear principles provide direction and motivation.
- Legacy and Impact: Principles shape the way you influence others and contribute to society.

Conclusion: The Path to a Principled Life and Work

In essence, principles of life and work are the foundational truths that guide us toward authenticity, growth, integrity, and fulfillment. They serve as a moral compass, helping navigate complex decisions, foster meaningful relationships, and build a legacy of trust and excellence. While challenges are inevitable, a steadfast commitment to core principles ensures you stay aligned with your values and purpose.

Living by principles is a continuous journey—one that demands reflection, practice, and resilience. As you integrate these guiding standards into your daily routines, you'll find that success is not just measured by achievements but also by the integrity and authenticity of your character. Embrace these principles, and they will serve as your steadfast companions on the path to a fulfilling life and impactful work.

Question What are the fundamental principles that guide a successful life? Core principles include integrity, continuous learning, resilience, gratitude, and maintaining a positive mindset, which collectively foster personal growth and fulfillment. How can applying principles of work ethic improve career success? A strong work ethic—characterized by punctuality, responsibility, dedication, and perseverance—builds trust, enhances productivity, and opens up opportunities for advancement. Why is integrity important in both life and work? Integrity fosters trust and credibility, which are essential for meaningful relationships and professional reputation, leading to long-term success and respect. How does setting principles influence decision-making? Having clear

principles provides a moral compass, helping individuals make consistent, ethical decisions aligned with their values even in challenging situations. What role does resilience play in balancing life principles and work challenges? Resilience enables individuals to recover from setbacks, adapt to change, and maintain focus on their core principles amidst adversity. How can mindfulness contribute to living by principles in daily life? Mindfulness cultivates awareness and intentionality, allowing individuals to act in accordance with their principles and respond thoughtfully rather than react impulsively. What is the relationship between purpose-driven work and personal principles? Purpose-driven work aligns with personal principles, creating a sense of meaning and motivation that enhances both job satisfaction and overall well-being. How can organizations foster principles-based cultures? Organizations can promote core values through transparent leadership, ethical policies, recognition of principled behavior, and embedding principles into their mission and practices.

Related keywords: values, ethics, integrity, discipline, balance, motivation, productivity, goal-setting, time-management, leadership

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