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BUSINESS FINANCE

Principles and
Application

ARIEL D. PINEDA, CPA, MBA

BUSINESS FINANCE

PRINCIPLES AND APPLICATION

ARIEL D. PINEDA, CPA, MBA

BUSINESS FINANCE

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Ariel D. Pineda

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About the Author

"This book was written for and inspired by my beloved mother, Elsie D. Pineda."

ARIEL DIZON PINEDA graduated from the Pamantasan ng Lungsod ng Maynila with a degree of Bachelor of Science in Business Administration – major in Accounting. He pursued his academic studies and finished his Masters in Business Administration degree from the Philippine Christian University. He was awarded as "One of the Ten Most Outstanding Student Leaders of the Philippines" by then Philippine Association of Youth Leaders Educational Foundation (PAYLEF) and received PLM's Best Leadership Award.

He eventually passed the Certified Public Accountant Licensure Examination while working as a merchandiser in the garment industry. He worked for this industry for 16 years in various supervisory and managerial positions both in merchandising and manufacturing operations, here in the Philippines and in countries such as Sri Lanka, Egypt, Singapore and Indonesia. His work in this industry brought him to travel extensively in many parts of Asia, Africa and the United States of America.

His experience in the academe includes being a professional lecturer at Far Eastern University, St. Paul University – Manila and Manila Tytana Colleges. Currently, he is a full time faculty at De La Salle College of St. Benilde and intends to finish his doctoral studies, continue to write books in Accounting and help the future entrepreneurs and leaders of this country to achieve their own dreams.

He is engaged in various entrepreneurial organizations such as being one of the founders and President of the Network of Entrepreneurial Educators of the Philippines (NEEP) SY 2017-2019 and Secretary of the University Social Enterprise Council for SY 2018-2019. He has also written several accounting books and is engaged into research writing.

"TO GOD BE THE GLORY."

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