

Elsewhere: Do you recognise your own accounts?

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As part of my now regular contributions to AccountingWEB I have written a post on the odd fact that the most publicity-hungry of companies seem to come over shy when it comes to financial reporting.

This makes no sense to me. What I suggest in the piece is that the accounts of even small companies should at least reflect what it does, and help it to achieve its aims, which in most cases is to find business.

It would seem from the reactions that not all accountants agree. I wonder what they think accounting is for in that case, and how they help their clients.

[The article is here.](#)