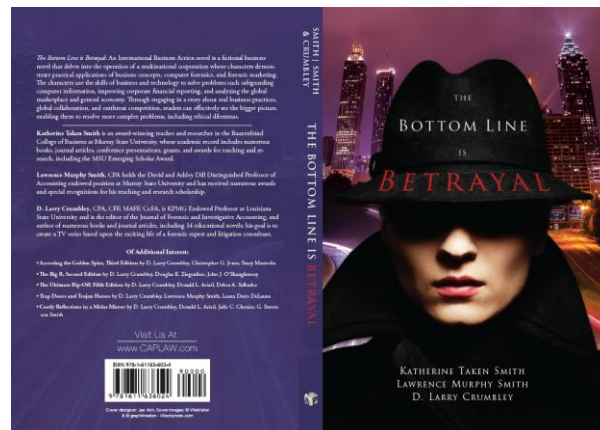


Accounting's Crumbley Has Novel Published

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The Bottom Line Is Betrayal by D. Larry Crumbley

BATON ROUGE – D. Larry Crumbley, KPMG Endowed professor in the LSU Department of Accounting, recently had his Seventh Edition educational novel *The Bottom Line Is Betrayal* published by Carolina Academic Press. The edition is co-authored with Katherine T. Smith and L. Murphy Smith at Murray State University.

“The fictional business novel delves into the operation of a multinational corporation whose characters demonstrate practical applications of business concepts, computer forensics, and forensic marketing,” Crumbley said. “The characters use the skills of business and technology to solve problems such as improving accounting procedures, safeguarding computer information, and analyzing the international market and general economy.”

Mystery and intrigue are synonymous with the action novel’s protagonist, Moses McDonald, an international business professor and litigation consultant who has been hired by Coca-Cola. While on the job, Moses and his assistant, Duke, uncover a scheme that could jeopardize Coke’s future existence. Designed to be used as a supplement to any textbook, fraud, corporate espionage, international politics, and devastating betrayal place Moses and his colleagues in life-threatening situations. They travel overseas and use state-of-the-art technology to solve the problem.

“What I’m trying to do with my novels,” Crumbley says, “is to let students know what they’re going to do when they graduate because we don’t really teach them that. In other words, I’m trying to give them an idea as to what they will be doing when they graduate and take up a job.”

The Wall Street Journal said that Crumbley’s novels “prove that the phrase ‘suspenseful accounting’ is not necessarily an oxymoron.” The Washington Post called Crumbley a “cross between Mickey Spillane and Mr. Chips [who is] jump starting student interest in subjects not known for flair – from tax codes to accounting to auditing.”