

FUNDAMENTAL ACCOUNTING PRINCIPLES

20TH Latest Edition

fundamental accounting principles 20th is a crucial concept that underpins the entire discipline of accounting. As the foundation upon which financial statements are prepared and financial information is analyzed, understanding these principles ensures consistency, transparency, and comparability across various organizations and industries. The 20th edition of fundamental accounting principles continues to refine and elaborate on the core ideas that guide accountants worldwide, emphasizing the importance of standardization, ethical practices, and clarity in financial reporting. This article delves into the essential fundamental accounting principles, their significance, and how they shape the landscape of modern accounting.

Introduction to Fundamental Accounting Principles

Fundamental accounting principles are the basic assumptions, concepts, and guidelines that underpin the accounting process. They establish a framework within which accountants record, summarize, and interpret financial data. These principles promote uniformity, comparability, and reliability in financial reporting, enabling stakeholders such as investors, regulators, and management to make informed decisions.

The 20th edition of these principles reflects ongoing developments in accounting standards, technological advancements, and the evolving needs of users. While specific principles may vary slightly depending on regulatory environments and accounting frameworks (such as GAAP, IFRS, or other standards), the core concepts remain consistent.

Core Principles of Fundamental Accounting

Understanding the fundamental principles involves exploring the core concepts that guide accounting practices. These principles can be broadly categorized into assumptions, concepts, and constraints.

1. Assumptions of Accounting

These are foundational beliefs that underpin the accounting process.

- **Economic Entity Assumption:** Separates the transactions of the business from those of its owners or other entities.

- **Continuity or Going Concern Assumption:** Assumes that the business will continue its operations indefinitely unless there is evidence to the contrary.
- **Time Period Assumption:** Financial statements are prepared for specific periods, such as a month, quarter, or year.
- **Monetary Unit Assumption:** Financial data is recorded in a stable currency, disregarding inflation or deflation.

2. Concepts of Accounting

These are guiding principles that influence how financial information is recorded and presented.

- **Historical Cost Concept:** Assets are recorded at their original purchase price.
- **Revenue Recognition Principle:** Revenue is recognized when earned, regardless of when cash is received.
- **Matching Principle:** Expenses should be recognized in the same period as the revenues they help generate.
- **Full Disclosure Principle:** All relevant financial information should be disclosed in the financial statements.
- **Consistency Principle:** The same accounting methods should be applied from period to period.
- **Materiality Principle:** Only significant information that could influence decisions needs detailed reporting.
- **Conservatism Principle:** Accountants should choose the solution that results in lower profits or asset values when in doubt.

3. Constraints in Accounting

These are limitations that accountants must consider.

- **Cost Constraint:** The benefit of information should outweigh the cost of providing it.
- **Irrelevance of Certain Information:** Not all details are necessary for decision-making; some may be omitted if insignificant.

The 20th Edition of Fundamental Accounting Principles

The 20th edition of fundamental accounting principles builds upon previous frameworks, incorporating modern practices, technological advancements, and international standards. It emphasizes the importance of ethical considerations, sustainability reporting, and the integration of digital tools into the accounting process.

Key Updates and Emphases

- **Enhanced Clarity on Ethical Standards:** Reinforces the importance of integrity, objectivity, and professional behavior.
- **Recognition of Sustainability and Non-Financial Reporting:** Acknowledges the growing importance of environmental, social, and governance (ESG) factors.
- **Integration of Technology:** Highlights the role of accounting software, automation, and data analytics.
- **Global Harmonization:** Emphasizes convergence with international standards like IFRS to facilitate global comparability.
- **Focus on Internal Controls and Fraud Prevention:** Underlines the significance of robust internal controls to ensure accurate financial reporting.

Importance of Fundamental Accounting Principles

The adherence to fundamental accounting principles is vital for several reasons:

- **Ensures Consistency:** Provides a uniform approach that facilitates comparison of financial data across periods and entities.
- **Promotes Transparency:** Clear and truthful reporting fosters trust among stakeholders.
- **Facilitates Regulatory Compliance:** Helps organizations meet legal and regulatory requirements.
- **Supports Decision-Making:** Reliable financial information enables management, investors, and creditors to make informed choices.
- **Enhances Credibility:** Adherence to recognized principles enhances the credibility of financial statements.

Challenges and Criticisms of Fundamental Principles

Despite their importance, these principles face certain challenges:

Subjectivity and Judgment

Some principles, such as materiality and conservatism, require subjective judgment, which can lead to inconsistencies.

Complexity of Modern Transactions

Innovative financial instruments and complex transactions sometimes challenge traditional

principles, necessitating updates and interpretations.

Global Variations

Different countries and regulatory frameworks may interpret or emphasize certain principles differently, affecting comparability.

Conclusion

Understanding the fundamental accounting principles, especially as outlined in the 20th edition, is essential for practitioners, students, and stakeholders involved in financial reporting. These principles serve as the backbone of sound accounting practices, guiding the recording, reporting, and analysis of financial data. As the landscape of business and finance evolves, so too does the need to adhere to these core principles, ensuring that financial information remains accurate, reliable, and useful for decision-making.

In summary, the fundamental accounting principles 20th continue to uphold the integrity of financial reporting by emphasizing transparency, consistency, and ethical conduct. Staying informed about these principles and their applications enables organizations to maintain compliance, foster stakeholder trust, and achieve long-term success in an increasingly complex global economy.

Fundamental Accounting Principles 20th

The Fundamental Accounting Principles 20th edition represents a comprehensive and authoritative guide for students, educators, and professionals seeking to deepen their understanding of the core concepts that underpin the field of accounting. As accounting evolves with changing regulations, technological advancements, and global standards, this edition aims to provide clarity, consistency, and practical insights into the fundamental principles that form the backbone of financial reporting and analysis. This review delves into the key features, strengths, limitations, and overall contribution of the 20th edition of these foundational principles.

Overview of Fundamental Accounting Principles

Fundamental accounting principles are the basic rules and standards that govern financial accounting practices. They ensure consistency, transparency, and comparability across different organizations and industries. The 20th edition continues to emphasize these principles while integrating recent updates that align with contemporary accounting environments.

The core principles typically include:

- Entity Concept
- Going Concern
- Matching Principle
- Revenue Recognition
- Cost Principle
- Conservatism
- Consistency
- Materiality
- Objectivity
- Full Disclosure

The 20th edition elaborates on each of these with detailed explanations, real-world examples, and practical applications.

Key Features of the 20th Edition

Comprehensive Coverage

This edition offers an in-depth exploration of both traditional and modern accounting principles. It bridges theoretical foundations with practical insights, making complex topics accessible to learners at various levels.

Updated Content Reflecting Current Standards

It incorporates recent changes in accounting standards, such as updates from the Financial Accounting Standards Board (FASB), International Financial Reporting Standards (IFRS), and regulatory requirements. This ensures users are learning principles aligned with the latest practices.

Focus on Ethical Considerations

Recognizing the importance of ethics in accounting, the book emphasizes integrity, transparency, and professional responsibility, aligning with contemporary debates on corporate governance.

User-Friendly Structure

The book is organized into clear sections with headings, summaries, and review questions, facilitating effective learning and revision.

Deep Dive into Core Principles

Entity Concept

This principle states that the business is a separate entity from its owners or stakeholders. The 20th edition discusses its significance in maintaining clear boundaries for financial reporting, avoiding personal transactions from distorting business data.

Pros:

- Clarifies organizational boundaries
- Simplifies financial analysis

Cons:

- Sometimes challenging in small businesses where personal and business finances intertwine

Going Concern

Assumes that an entity will continue its operations indefinitely, barring any evidence to the contrary. The edition highlights how this assumption affects asset valuation and depreciation.

Features:

- Guides the valuation of assets
- Influences financial statement presentation

Limitations:

- Requires judgment; unexpected events can challenge the assumption

Matching Principle

Expenses should be recognized in the same period as the revenues they help generate. The book emphasizes its role in ensuring accurate profit measurement.

Features:

- Promotes accurate financial performance
- Essential for accrual accounting

Pros:

- Reflects true profitability

Cons:

- Can be complex to implement for long-term projects

Revenue Recognition

Defines when revenue should be recognized, typically upon delivery or when earned, not necessarily when received.

Features:

- Ensures consistent revenue reporting
- Aligns with IFRS and GAAP standards

Limitations:

- Difficult in cases of installment sales or long-term contracts

Cost Principle

Assets are recorded at their original purchase cost, providing objectivity.

Pros:

- Reliable and verifiable data

Cons:

- May not reflect current market value

Conservatism

Prioritizes caution, recognizing expenses and liabilities early, but revenue only when assured.

Features:

- Avoids overstatement of assets and income

Limitations:

- Can lead to understated profits

Consistency

Requires applying the same accounting methods over time to allow comparability.

Pros:

- Facilitates trend analysis

Cons:

- May hinder adopting better methods

Materiality

Focuses on information that could influence decision-making.

Features:

- Omits insignificant details
- Enhances clarity

Strengths of the 20th Edition

- Updated Standards Integration: The book's alignment with current accounting standards ensures learners are equipped with relevant knowledge.

- Practical Examples: Real-world scenarios help bridge theory and practice.
- Clear Explanations: Complex principles are broken down into digestible sections, aiding comprehension.
- Ethics Emphasis: The inclusion of ethical considerations prepares professionals to uphold integrity.
- Supplementary Resources: Includes exercises, case studies, and online materials for enhanced learning.

Limitations and Criticisms

- Complex Topics May Overwhelm Beginners: Despite efforts to simplify, some concepts (e.g., revenue recognition in complex scenarios) remain challenging for novices.
- Limited Focus on Technological Innovations: While updated standards are included, emerging technologies such as AI and blockchain are less addressed.
- Regional Variations: The emphasis on US GAAP may limit applicability in jurisdictions following different standards, although IFRS coverage is present.
- Static Content: As standards evolve rapidly, printed editions risk becoming outdated unless supplemented with current online updates.

Application and Relevance in Today's Environment

The Fundamental Accounting Principles 20th edition remains highly relevant for understanding the bedrock concepts of accounting. Its emphasis on clarity, ethical practices, and updated standards makes it a valuable resource for students preparing for certifications such as CPA, ACCA, or CMA.

In the context of globalized markets, understanding these principles helps professionals interpret financial statements across borders, fostering transparency and trust. Moreover, the principles serve as a foundation for more advanced topics like financial analysis, auditing, and managerial accounting.

Conclusion

The Fundamental Accounting Principles 20th edition stands out as a comprehensive, well-structured, and updated resource that effectively balances theoretical foundations with practical application. Its detailed coverage of core principles, coupled with emphasis on ethics and current standards, makes it an essential tool for anyone pursuing a career in accounting or finance. While some challenges exist regarding complexity and rapid technological change, the edition's strengths in clarity, relevance, and pedagogical support solidify its position as a leading reference in the field. For learners and practitioners alike, embracing these fundamental principles is crucial for maintaining integrity, accuracy, and consistency in financial reporting, which ultimately builds

stakeholder trust and supports economic growth.

Question What are the fundamental accounting principles introduced in the 20th century? The fundamental accounting principles introduced in the 20th century include the concepts of consistency, relevance, reliability, comparability, and the accounting equation, which underpin modern accounting practices. How did the 20th-century developments influence the GAAP (Generally Accepted Accounting Principles)? Developments in the 20th century led to the formalization and standardization of GAAP, ensuring uniformity, transparency, and comparability in financial reporting across organizations. Why is the concept of 'matching principle' significant in the 20th-century accounting principles? The matching principle, emphasized in the 20th century, requires expenses to be recorded in the same period as the revenues they help generate, ensuring accurate profit measurement. How did the introduction of the accrual basis of accounting in the 20th century impact financial reporting? The adoption of the accrual basis allowed companies to record revenues and expenses when they occur, providing a more accurate picture of financial health than cash basis accounting. What role did the Securities and Exchange Commission (SEC) play in shaping accounting principles in the 20th century? The SEC mandated the adoption of standardized accounting principles for publicly traded companies, promoting transparency, investor confidence, and uniformity in financial disclosures. How did the concept of materiality evolve in the 20th-century accounting principles? Materiality became a key consideration, guiding accountants to focus on information that could influence users' decisions, thereby improving the relevance of financial statements. What is the significance of the 'conservatism principle' introduced in the 20th century? The conservatism principle advises accountants to choose the least optimistic estimate when in doubt, ensuring that assets and income are not overstated, thereby protecting stakeholders' interests. How did technological advancements in the 20th century impact the application of fundamental accounting principles? Technological advancements facilitated more accurate and efficient data processing, enabling adherence to principles like accuracy, consistency, and comparability in increasingly complex financial environments. Are the fundamental accounting principles from the 20th century still relevant today? Yes, the core principles established in the 20th century remain the foundation of modern accounting, although they have been adapted to incorporate new standards and technological developments.

Related keywords: fundamental accounting principles, GAAP, accounting standards, financial reporting, accounting framework, accounting concepts, accounting ethics, accounting regulations, financial statements, accounting standards board

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 of 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
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- 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
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- 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? **Answer** 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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