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Baruch Lev is the director of the Vincent C. Ross Institute of Accounting Research and the Philip Bardes Professor of Accounting and Finance at New York University Stern School of Business. His primary research areas of interest include corporate governance; earnings management; financial accounting; financial statement analysis; intangible assets/intellectual capital; capital markets; and mergers and acquisitions. He is the author of several books including *Intangibles: Management, Measurement, and Reporting*, *Financial Statement Analysis: A New Approach* and *Accounting and Information Theory*. In addition to his research, Professor Lev has been recognized by *Accounting Today* as one of the top 100 Most Influential People in the accounting profession in 1999 and 2000, was awarded the Outstanding Educator Award by the American Accounting Association, an honorary doctorate by Vasaa University, Finland, and numerous other awards. Professor Lev has testified several times before Congress on Enron and other accounting/auditing issues. Before joining NYU, Professor Lev held professorial positions at the University of Chicago, the Hebrew University of Jerusalem, Tel Aviv University where he was dean of the business school and University of California at Berkeley (jointly appointed by the business and law schools). Professor Lev received his Bachelor of Accounting degree from Hebrew University, Jerusalem, his Master of Business Administration and his doctorate degrees from the University of Chicago.