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**The Soul of Enterprise: Business in the Knowledge Economy**  
**Friday at 12 Noon Pacific**  
**November 5th 2021: Second interview with Baruch Lev**

Ron and Ed welcome back Professor Baruch Lev from NYU Stern Business School. He was last on back in July 2016 and we discussed his book, *The End of Accounting and the Path Forward for Investors and Managers*. We talk more about that book and his more recent article in *Accounting Today*, *The sad state of accounting standards*.

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#### Featured Guest



##### Baruch Lev

Baruch Lev is the Philip Bardes Professor of Accounting and Finance at New York University Stern School of Business. In his current positions, Professor Lev teaches courses in accounting, financial analysis and investor relations. Professor Lev has been with NYU for 17 years. 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. Professor Lev is the author of five books including *Intangibles: Management, Measurement, and Reporting*, and *Financial Statement Analysis: A New Approach*. His recent book is: *Winning Investors Over 20*

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