



Financial Reporting & Analysis

By Lawrence Revsine, Daniel W. Collins, W. Bruce Johnson

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For courses in Financial Statement Analysis in departments of accounting, that require a deeper understanding of "where the numbers come from". This book is specifically designed to address the changing nature of the Financial Reporting/Intermediate Accounting course and help instructors make that change in their own classrooms. Rather than focusing solely on the details of GAAP and the accounting process, this book provides instructors with an opportunity to present the "big picture" without sacrificing technical underpinnings.

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Editorial Review

Review

"I feel that the book is excellent for both the student who is preparing for the CPA exam and for the student who is preparing to become an analyst on Wall Street." -- *Paul Zarowin, NYU*

"This book makes a great tool to teach both Intermediate Accounting as well as Financial Statement Analysis. It is particularly useful as a single text that bridges across both these courses, as we use it at NYU." -- *Partha Mohanram, NYU*

From the Back Cover

Many headlines in today's leading business publications talk about how managers are "cookin' the books" to meet earnings targets or analysts' earnings projections. How can managers utilize the flexibility in GAAP to manipulate the numbers for their own purposes? How can analysts learn how to uncover the hidden truths behind reported accounting numbers and interpret financial statements correctly?

Financial Reporting & Analysis by Revsine/Collins/Johnson emphasizes both the process of financial reporting and the analysis of financial statements. This book employs a true "user" perspective by discussing the contracting and decision implications of accounting—and this helps readers understand why accounting choices matter and to whom. Revsine, Collins, and Johnson train their readers to be good financial detectives, able to read, use, and interpret the statements and—most importantly—understand how and why managers can utilize the flexibility in GAAP to manipulate the numbers for their own purposes.

Extensive real-world examples are designed to build interest and expand understanding not only of current practices, but also how to make comparisons between firms. For example:

* See how the Regina Company's management team manipulated the numbers in the annual report to suggest a \$10.9 million profit when they had actually lost \$16.8 million (chapter 1)

* Discover how Kmart Corporation managers used legitimate accounting means to keep a substantial portion of their leases off the balance sheet to enhance their reported return on assets and debt/equity ratio—and then see how Revsine, Collins, and Johnson use financial statement footnotes to undo this accounting choice and put the numbers back onto the balance sheet (Chapter 11)

* See what happened at Bausch & Lomb when managers treated shipments of products to distributors as final sales. Managers who have not used this text would only know how that receivables increased, whereas financial detectives learning from Revsine, Collins, and Johnson would know that something was amiss when collections slowed and receivables increased faster than sales (Chapter 7).

FR&A perfectly meets the guidelines for the new 150 hour requirement for CPA certification through the development of analytical and conceptual thinking, problem solving, and understanding of why accounting really matters. Moreover, because of its unique user focus and analysis orientation, this book is well suited for preparing for all levels of the Chartered Financial Analysts' (CFA) exam. Readers will be better prepared for both the CPA and CFA exams because of the extensive in-chapter technical material and end-of-chapter problems and real-world cases.

REVIEWS:

Partha Mohanram, NYU—"This book makes a great tool to teach both Intermediate Accounting as well as Financial Statement Analysis. It is particularly useful as a single text that bridges across both these courses, as we use it at NYU."

Paul Zarowin, NYU—"I feel that the book is excellent for both the student who is preparing for the CPA exam and for the student who is preparing to become an analyst on Wall Street."

Jose Juarez—"The book combines solid theory with practical analysis, which creates an excellent accounting foundation for the investment professional."

About the Author

Lawrence Revsine. *John and Norma Darling Distinguished Professor of Financial Accounting. Kellogg Graduate School of Management, Northwestern University, BS 1963, MBA 1965, Ph.D. 1968 Northwestern University; CPA 1963*

Lawrence Revsine joined the Kellogg faculty in 1971 and served as chair of the Accounting Information and Management Department for eight years.

The author of several books on various financial reporting issues, he has had approximately 50 articles published in leading academic journals.

His academic recognitions include participation in three American Accounting Association Doctoral Consortia. He has received both Ford Foundation and Peat Marwick Mitchell Foundation research grants. He was selected the American Accounting Association's; Distinguished Overseas Lecturer, and the AAA named him the 1992 Outstanding Educator.: The Illinois CPA Society designated Revsine its 1993 Outstanding Educator. Professors Revsine received the Alumni Choice Faculty Award from the 1995 Reunion Classes; this award is given to the Kellogg faculty member who has had the greatest impact on their professional and personal lives.

Professor Revsine has been a consultant to the American Institute of Certified Public Accountants, the Securities and Exchange Commission, and the Financial Accounting Standards Board and served on the Financial Accounting Standards Advisory Council.

He is a consultant to industry on external reporting issues and regulatory cases and has taught extensively in management development and continuing executive education programs in the United States and abroad. Professor Revsine has received numerous commendations for teaching excellence, including Teacher of the Year from the Kellogg Graduate Management Association student group, and the Sidney J. Levy Teaching Award, presented by the Kellogg Dean's Office.

Daniel W. Collins. *Henry B. Tippie Research Chair in Accounting, Tippie College of Business, The University of Iowa. BBA 1968, Ph.D. 1973, The University of Iowa*

Winner of the University of Iowa Board of Regents Award for Faculty Excellence in 2000 and the American Accounting Association's Outstanding Educator Award in 2001, Dan currently serves as the Chairman of the Accounting Department at The University G Professor Collins' research focuses on the role of accounting numbers in equity valuation and the pricing implications of alternative accounting measurements.

A prolific writer and frequent contributor to the top academic accounting journals, Collins has been recognized as one of the top ten most highly cited authors in the accounting literature over the last 20 years.

Professor Collins is on the editorial review boards of the Journal of Accounting and Economics, Accounting Horizons, and Review of Quantitative Finance and Accounting. He has also served as Associate Editor of The Accounting Review and as Director of Publications for the American Accounting Association (AAA). Professor Collins has served on numerous AAA committees including the Financial Accounting Standards Committee and has chaired the Publications Committee. He also served on the Financial Accounting Standards Advisory Council from 1994-1997.

W. Bruce Johnson. *Arthur Andersen Professor of Accounting, Tippie College of Business, The University of Iowa. BS 1970, University of Oregon, MS 1973, Ph.D. 1975, The Ohio State University*

W. Bruce Johnson joined the university of Iowa faculty in 1988 and has served as director of its McGladrey Institute for Accounting Research, accounting group chairman, and associate dean for graduate programs, where he was responsible for Iowa's MBA and Executive MBA programs.

Professor Johnson has previously held faculty appointments at the University of Wisconsin, Northwes

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