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*By James M. Wahlen, Stephen P. Baginski, Mark Bradshaw*

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## **Editorial Review**

### Review

1: Conceptual Framework for Financial Reporting, Financial Statement Analysis, and Valuation. 2: Asset and Liability Valuation and Income Measurement. 3. Income Flows versus Cash Flows: Understanding the Statement of Cash Flows 4: Profitability Analysis. 5: Risk Analysis. 6. Financing Activities 7: Investing Activities 8: Operating Activities 9: Accounting Quality 10: Forecasting Financial Statements. 11: Valuation: Discount Rates and Dividends-Based Approaches. 12: Valuation: Cash-Flow-Based Approaches. 13: Valuation: Earnings-Based Approaches. 14: Valuation: Market-Based Approaches. Appendix A: Financial Statements and Notes for PepsiCo, Inc. and Subsidiaries. Appendix B: Management's Discussion and Analysis for PepsiCo, Inc. and Subsidiaries. Appendix C: Financial Statement Analysis Package (FSAP). Appendix D: Financial Ratios: Descriptive Statistics by Industry. Index.

### About the Author

Dr. James M. Wahlen is the James R. Hodge Chair, Professor of Accounting, and the Chairman of the Accounting Department at the Kelley School of Business at Indiana University. He received his Ph.D. from the University of Michigan and has served on the faculties of the University of Chicago, the University of North Carolina at Chapel Hill, INSEAD, the University of Washington, and Pacific Lutheran University. Dr. Wahlen's teaching and research interests focus on financial accounting, financial statement analysis, and the capital markets. His research investigates earnings quality and earnings management, earnings volatility as an indicator of risk, fair value accounting for financial instruments, accounting for loss reserve estimates by banks and insurers, stock market efficiency with respect to accounting information, and testing the extent to which future stock returns can be predicted with earnings and other financial statement information. His research has been published in a wide array of academic and practitioner journals in accounting and finance. Dr. Wahlen has public accounting experience in both Milwaukee and Seattle and is a member of the American Accounting Association. He has received numerous teaching and research awards during his career. Dr. Wahlen is also a co-author of **FINANCIAL REPORTING, FINANCIAL STATEMENT ANALYSIS, AND VALUATION: A STRATEGIC PERSPECTIVE**, 8E. In his free time, he loves outdoor sports (biking, hiking, skiing, golf), cooking (and, of course, eating), and listening to rock music (especially if it is loud and live).

Stephen P. Baginski is the Herbert E. Miller Chair in Financial Accounting at the University of Georgia's J.M. Tull School of Accounting. He received his Ph.D. from the University of Illinois in 1986, and he has taught a variety of financial and managerial undergraduate, MBA, and executive education courses at Indiana University, Illinois State University, the University of Illinois, Northeastern University, Florida State University, Washington University in St. Louis, the University of St. Galen, the Swiss Banking Institute at the University of Zurich, and INSEAD. Professor Baginski has published articles in a variety of journals including *The Accounting Review*, *Journal of Accounting Research*, *Contemporary Accounting Research*, *The Journal of Risk and Insurance*, *Quarterly Review of Finance and Economics*, and *Review of Quantitative Finance and Accounting*. His research primarily deals with the causes and consequences of voluntary management disclosures of earnings forecasts, and he also investigates the usefulness of financial accounting information in security pricing and risk assessment. Professor Baginski has served on several editorial boards and as an associate editor at *Accounting Horizons* and *The Review of Quantitative Finance and Accounting*. He has won numerous undergraduate and graduate teaching awards at the department, college, and university level during his career, including receipt of the Doctoral Student Inspiration Award from students at Indiana

University. Professor Baginski loves to watch college football, play golf, and run (very slowly) in his spare time.

Mark T. Bradshaw is an Associate Professor of Accounting at the Carroll School of Management of Boston College. Dr. Bradshaw received a Ph.D. from the University of Michigan Business School, and earned a BBA summa cum laude with highest honors in accounting and master's degree in financial accounting from the University of Georgia. He previously taught at University of Chicago, Harvard Business School, and University of Georgia. He has been a Certified Public Accountant since 1991 and was an auditor for Arthur Andersen & Co. in Atlanta. Bradshaw conducts research on capital markets, specializing in the examination of securities analysts and related financial reporting issues. His research has been published in a variety of academic and practitioner journals, and he currently serves as Associate Editor for both *Journal of Accounting and Economics* and *Journal of Accounting Research*, is on the Editorial Board of *The Accounting Review*, and is a reviewer for numerous accounting and finance journals. He has also authored a book with Brian Bruce, *Analysts, Lies, and Statistics - Cutting through the Hype in Corporate Earnings Announcements*. Approximately twenty pounds ago, Bradshaw was an accomplished cyclist. Currently focused on other pursuits (including the co-administration of the lives of two toddlers), he still routinely passes younger and thinner cyclists.

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