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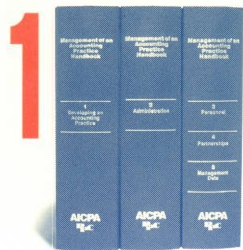
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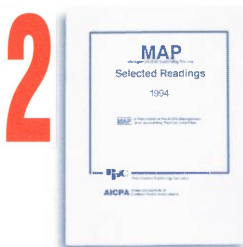
TOOLS FOR PRACTICE PROFITABILITY



1 Management of an Accounting Practice Handbook

This comprehensive, three-volume, loose-leaf service is an invaluable practice management tool. It covers all aspects of practice management from how to start a firm to how to dissolve one. You'll get practical advice on compensation and benefits, operating statistics, office administration, billing and collection, marketing,

partnership issues, and much more. The *Handbook's* many sample forms, letters, checklists, and worksheets are all easy to reproduce or adapt to your firm's needs. Subscribers automatically receive annual supplements with the option to return them within 30 days.



2 MAP Selected Readings

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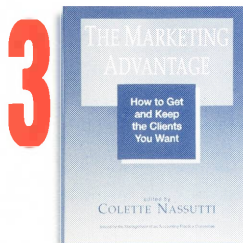
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3 THE MARKETING ADVANTAGE: How to Get and Keep the Clients You Want

Edited by Colette Nassutti

Over two dozen CPAs, consultants, and marketing directors share their hard-earned practice development advice in this one-stop reference on how to market a CPA firm.

It's all here — from marketing basics to sophisticated promotional techniques. This book shows you how to develop

a marketing strategy that brings in clients; learn what clients and prospects expect from you; determine if you need a consultant, salesperson or marketing director; enhance your firm's reputation in the community; create a powerful newsletter that

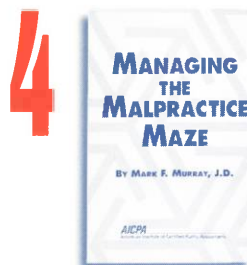
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gets read; plan seminars that showcase your firm's skills and experience; develop, maintain, and nurture referral sources; select the promotional tactics that are most effective for your firm; and much, much more.

The Marketing Advantage also features plans, forms, and checklists you can adapt to your particular needs, including a sample marketing plan, proposal letter, job description for a marketing position, press release, and referral source tracking sheet. Whether you are an experienced marketer or a newcomer to marketing professional services, you will want to read *The Marketing Advantage* from cover to cover.

1994 Paperback 8 1/2" x 11" 380 pages

No. 090404XL Member **\$77.25** Nonmember **\$84.95**



4 Managing the Malpractice Maze

Mark F. Murray, JD

Be smart and protect yourself. This valuable guide offers specific techniques for lowering your risk of malpractice liability. You can evaluate and improve your existing defensive practices program, or find out how to set one up. Providing a complete set of sample forms and letters, the author shows you how to:

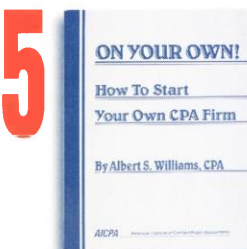
- identify and screen high-risk clients, engagements, and industries
- work with defense counsel in claim prevention and legal defense
- choose among malpractice insurance carriers and policies
- draft effective engagement letters
- implement key aspects of a quality control system
- proceed when a claim is brought by following a specific 10-step plan.

Managing the Malpractice Maze also discusses such vital management issues as practicing without insurance, documenting engagements, and selecting an attorney.

"This is a book that should be read by everyone in public practice. All are affected by accountants' liability issues." — *The CPA Journal*

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5 ON YOUR OWN! How to Start Your Own CPA Firm

Albert S. Williams, CPA

Ever dream of starting your own firm? This comprehensive resource is a step-by-step guide for putting your dream into action. From opening your own firm through the first few years of operation, the book provides

essential guidelines to help you avoid early stumbling blocks. *On Your Own* is designed not only for the practitioner who is considering starting a firm, but also for all new owners who need to make the right decisions now to assure future growth.

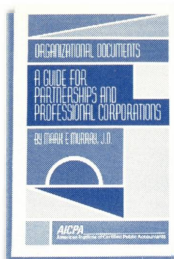
The book includes guidance on deciding whether to be a generalist or specialist, defining your target market, advantages and disadvantages of buying a practice, developing a business plan, dealing with difficult client situations, staffing, billing and collection techniques — and more!

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ORGANIZATIONAL DOCUMENTS A Guide for Partnerships and Professional Corporations

Mark F. Murray, JD

Organizational Documents gives you everything you need to prepare your partnership agreement and incorporation documents. This all-in-one resource

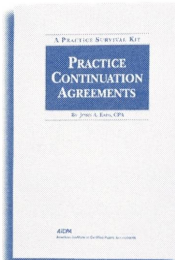
includes a sample partnership agreement with more than 100 provisions, sample corporate documents, and a step-by-step approach to incorporating. The discussion of capital contributions, admission and expulsion, disability, retirement, and dissolution is of special interest. The book also provides practical guidance on the responsibilities of the members of a professional accounting corporation. Whether developing your first agreement or checking the effectiveness of an existing one, this is a book you can't afford to be without.

1990 Electronic Version in ASCII or WordPerfect formats or paperback
6" x 9" 124 pages

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Paperback/WordPerfect Set	No. 090096XL	\$70.50	\$77.50
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Paperback	No. 012640XL	\$27.50	\$30.50
WordPerfect	No. 090091XL	\$46.20	\$50.95
ASCII	No. 090090XL	\$46.20	\$50.95

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7



PRACTICE CONTINUATION AGREEMENTS A Practice Survival Kit

John Eads, CPA

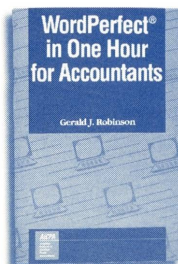
What will happen to your practice if you die or become disabled? This book explains how you can preserve the value of what may be the largest asset in your estate —

your practice. A practice continuation agreement can provide not only financial and emotional benefits to your family, but also help you fulfill your professional responsibility to your clients. Author John Eads defines a practice continuation agreement as "a life insurance policy for your practice." The book includes a sample practice continuation agreement and an action plan.

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8



WordPerfect® in One Hour for Accountants

Gerald J. Robinson

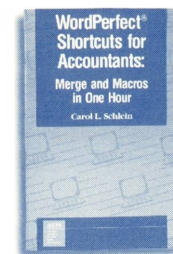
Now you can take a crash course in the most popular word processing and document storage software package used by accountants. It is designed for the busy practitioner who wants to get up to speed quickly in

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You use one letter to accept engagements, another to explain your retainer policy, and still another to announce your new location. Though each letter has a different purpose, the heading, closing, and margin settings are identical. How can you avoid wasting time on repetitive keyboarding and formatting?

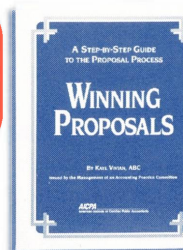
If these scenarios sound familiar, you need this practical new guide. Learning WordPerfect's powerful merge function will allow you to automatically personalize a letter to the mailing list of your choice — with impressive speed. And after you discover how to use WordPerfect's macro capabilities, you'll never again waste time on repetitive keyboarding and formatting.

The four easy-to-follow lessons can teach you both of these useful WordPerfect functions in one hour!

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WINNING PROPOSALS A Step-By-Step Guide to the Proposal Process

Kaye Vivian, Proposals Consultant

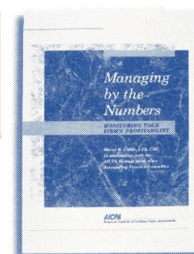
Winning Proposals gives you the specific know-how needed to win engagements. Learn how to evaluate proposal opportunities, identify a prospective client's needs,

distinguish your firm from the competition, prepare a proposal document, present fees, and ensure a polished sales presentation. This book will encourage you to rethink your current proposal activities in ways that will help your firm improve its bottom line. Sample proposal documents and fee presentations are included.

1993 Paperback 8½" x 11" 129 pages

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11



MANAGING BY THE NUMBERS Monitoring Your Firm's Profitability

David W. Cottle, CPA, CMC

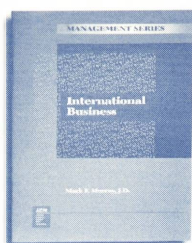
Many firms are working harder, attracting more clients, but making less money. To analyze your firm's operations, you must look beyond financial statements. You need a

management information system that enables you to monitor and analyze your firm's sources of profit. In addition to a review of traditional financial ratios, this book presents a formula for identifying immediate opportunities to increase net income and a model demonstrating how to ascertain your firm's economic profit. *Managing By the Numbers* shows you how to examine the numbers behind the numbers and uncover opportunities that may not be obvious in conventional financial statements.

1993 Paperback 8½" x 11" 84 pages

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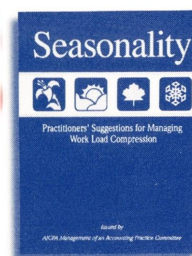
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SEASONALITY Practitioners' Suggestions for Managing Work Load Compression

AICPA MAP Committee

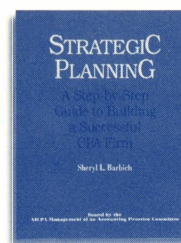
Seasonality is a summary of creative approaches to combating work load compression. We've combined suggestions from the responses of over 100 managing partners to MAP's survey on seasonality, and expert tips gleaned from AICPA MAP conferences and professional publications. *Seasonality* is an all-inclusive compilation of strategies used by firms to increase profits and improve quality of life for owners and staff. *Seasonality* will help you:

- develop a year-round, market-driven service mix
- evaluate clients by profitability adjusted to reflect seasonality
- negotiate increased fees with unprofitable calendar year-end clients
- improve cash flow during busy season
- institute off-season, non-chargeable projects that benefit the firm

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STRATEGIC PLANNING A Step-By-Step Guide to Building a Successful CPA Firm

Sheryl L. Barbich

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- conducting a productive strategic planning meeting
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- writing the plan and monitoring the planning process

If you are starting a strategic planning effort or evaluating your current planning process, this is the how-to book you need.

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