



Supercharge Your CPA Firm

By Robert Fligel

Xlibris Corporation. Paperback. Condition: New. 36 pages. Dimensions: 8.3in. x 8.3in. x 0.2in. With accounting firms under pressure to merge, CPA expert shows an alternative to remain independent and accelerate growth. A new book, SUPERCHARGE YOUR CPA FIRM, by Robert Fligel, CPA, President of RF Resources, shows accounting firm leaders how to thrive in these challenging times by tapping a largely unseen market for top talent. CPA firms are being pitched and tossed in an atmosphere churned by a perfect storm, says Fligel, an expert in talent management and strategic practice growth and transitions. Several forces have coalesced around the profession to create this perfect storm. The gathering forces are ominous: Economic pressures, such as fee discounting, threatening small firms Large firms trying to gobble up small and mid-sized firms Aging baby boomer senior and managing partners with no successors in place Unhappy younger accountants and CPAs considering abandoning ship Aging rainmakers in firms of all sizes Lack of practice development planning and technology infrastructure pressures Increasing demand for specialized products and services There are three ways to try to stay on course in this perfect storm, says Fligel: sell, merge or seek a fresh solution. CPA practices that have remained independent..



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