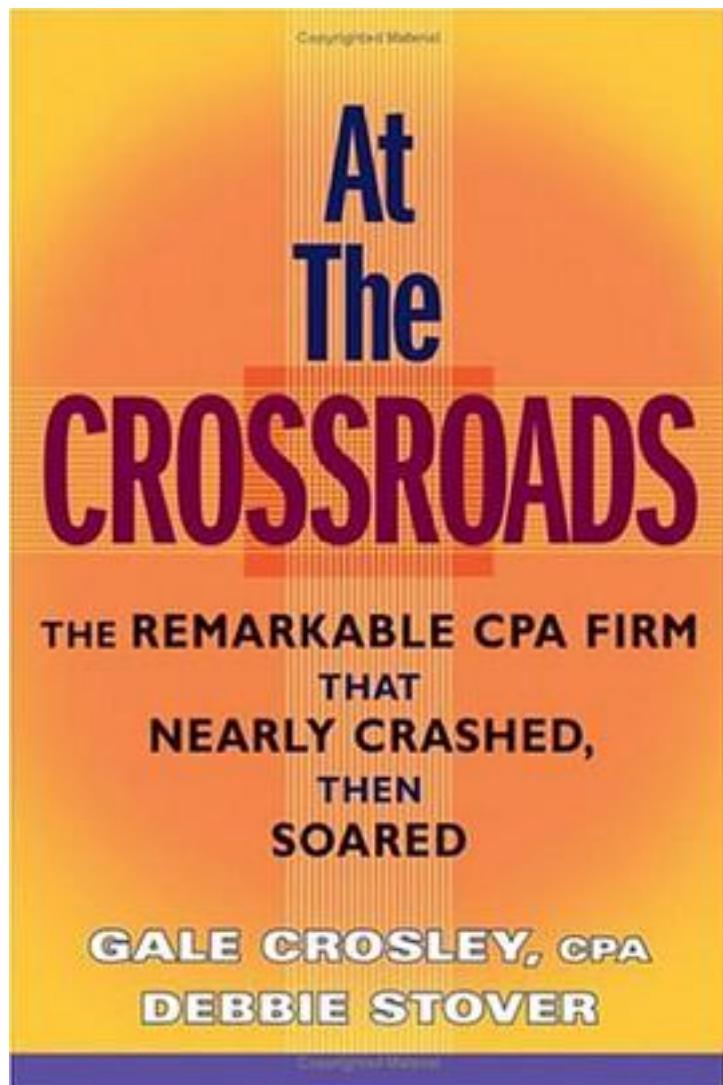


At? the Crossroads



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在线阅读本书

Praise for At the Crossroads The Remarkable CPA Firm that Nearly Crashed, then Soared "Here's a bird's-eye view as told from the inside of exactly how a CPA firm went from a five percent growth rate to a twenty percent growth rate. You'll find it hard to believe this is a work of fiction, since its message is so true." --Stuart Kahan, Executive Editor, CPA Wealth Provider "Using a brilliantly realized novelistic approach, the authors, with rare understanding of the relationship between managing a professional firm and marketing, break through the long standing resistance that firms have to change. A remarkably successful and profoundly useful work for both professionals and marketers." --Bruce W. Marcus, Editor, The Marcus Letter on Professional Services "Every reader will see themselves or someone they know in Crosley's compelling first book about a CPA firm doing it right." --Allan D. Koltin, CPA, President and CEO, PDI Global, Inc. "There isn't a partner out there who won't recognize themselves somewhere in this book. Gale Crosley takes the reader by the hand and sometimes by the neck down the path to become a remarkable CPA firm. Read this book with an eye toward learning and you will see what I'm talking about." --August J. Aquila, CEO, Aquila Global Advisors LLC and Chantrey Capital Advisors, Inc. "At the Crossroads: The Remarkable CPA Firm that Nearly Crashed, then Soared is a compelling fable with an inspirational lesson for every CPA firm. It's an entertaining page-turner of a novel that shows how a little vision, courage, and knowledge can transform any group of also-rans into a team of true champions. More than merely a lesson in business, Gale gives us a lasting lesson in life. Every managing partner should take a dose of this book each morning before going into the office. Every aspiring CPA should embrace the message. They won't succeed without it." --Rick Telberg, CEO, Bay Street Group LLC

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