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The Marketing Of Professional Accounting Services

William C. Haeberle



The Marketing Of Professional Accounting Services:

The Marketing of Professional Accounting Services James Joseph Mahon, 1982 **Marketing for CPAs, Accountants, and Tax Professionals** William J. Winston, 1995

The contributing authors to *Marketing for CPAs Accountants and Tax Professionals* combine their expertise into a reference manual for today's accountant. Presented in four sections, the book covers all areas pertinent to effective marketing for accounting firms in the 90s and beyond. The Marketing Process, Are Accountants Responding to the Challenge of Change, Marketing by CPA Firms, Room for Improvement, Has the Household User Profile for Accounting Services Changed, The Small Accounting Firm, Managing the Dynamics of the Marketing Function, Perspectives on Marketing Professional Tax Service, Marketing From a Consumer Buyer Behavior Perspective, Price of Tax Preparation Services, and the CPA Credential on Perceived Quality of Service, Marketing Implications for Small CPA Firms, Based on Clients Criteria for Selection and Retention, Advertising, Advertising by Accountants, Attitudes, Practice and Their Use of Marketing Tools, A Survey of the Utilization of Advertising by CPA Firms, The Changing Face of Accounting Advertising, Marketing Tools and Strategies, Marketing Financial Planning Services, Highlights of a Survey of CPAs Strategic Marketing, Planning for the Development of the Small Accounting Practice, A Complete Positioning Strategy for the Professional Services Firm, Practical Approaches for Evaluating the Quality of Professional Accounting Services, An Empirical Investigation of the Pricing of Professional Services Applied to Public Accounting.

Proceedings of the 2002 Academy of Marketing Science (AMS) Annual Conference Harlan E. Spotts, 2014-11-10

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting edge research and insights complementing the Academy's flagship journals, the *Journal of the Academy of Marketing Science* (JAMS) and *AMS Review*. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2002 Academy of Marketing Science AMS Annual Conference held in Sanibel Harbour Resort, Florida.

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Patrick R. Delaney, O. Ray Whittington, 2012-05-23

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