

Practice



Monday

Education



Tuesday

Tax



Wednesday

A&A



Thursday

Technology



Friday



VOICE OF THE EDITOR

CPA Firm Celebrated for Twitter Success

You might be wondering why we're talking about an accounting firm that uses Twitter. After all, Twitter is just a quick way for kids to communicate, right? All fun, nothing serious. Of course that's wrong, and Twitter is just one of many social media tools that might or might not be useful to the success of your business. New York-based Freed Maxick has chosen to experiment with Twitter and Twitter advertising and as a result has **increased its visibility and its revenue**. That's definitely something worth tweeting about.

[Read more](#)



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TIP OF THE DAY

If you accidentally close a workbook without saving it, you can sometimes recover your work. To do so in Excel 2010, choose File, Info, click the Manage Versions button, and then choose Recover Unsaved Workbooks.

[Read more](#)

- David Ringstrom

SPONSORED LINKS

- [Business Intelligence, benchmarking & reporting just got easier](#)
- [Providing monthly insights into the field of wealth management services with tips and ideas for expanding your practice in this area.](#)

TECHNOLOGY HEADLINES

→ [Freed Maxick: A Twitter Marketing Success Story](#)

Freed Maxick CPAs has been chosen by Twitter for a case study being promoted on Twitter's website for advertisers. The firm's revenue has increased by 110 percent from Twitter-generated leads from the paid platform.

→ [Excel Tip: Calculating Interest](#)

In his latest article in our Excel Tips series, expert David Ringstrom explains how to calculate interest within a single worksheet cell.

→ [What's VDI? Is It Right for Your Firm?](#)

VDI is a hyped term in the tech market right now, and it has become ambiguous - it's more a concept than a technology. VDI encompasses a suite of technologies, so it's important to distinguish between what's being delivered and how it's set up.



Wealth Management on AccountingWEB

The wealth management experts at 1st Global have agreed to provide the

AccountingWEB audience with monthly insights into the field of wealth management services with tips and ideas for expanding your practice in this area. Articles in these newsletters are grouped into three categories: *The Landscape*, *Peer2Peer*, and *From The Wealth Management Academy*®.

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