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VOICE OF THE EDITOR

Being Short Staffed over the Holidays Can Be a Good Thing

Allan Boress, CPA and author of twelve books, including the *I Hate-Selling Book*, tells what marketing lessons can be learned from the recent election. And Michael Alter offers advice on how to take advantage of working with a skeleton crew while staff members take time off over the holidays. Finally, read why Ernst & Young has been named one of the twenty-five World's Best Multinational Workplaces by the Great Place to Work Institute.

**Gail Perry, CPA**Publisher/Editor-in-Chief,
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TIP OF THE DAY

Small accounting firms might think they can't afford to fund a marketing campaign like larger players, but they would be wrong. Here's an easy-to-use list to help you with a plan of action proven to be successful with minimal cost outlay.

Read more*- Finola McManus,
Owner of Practice
Perfect*

PRACTICE HEADLINES

→ [Marketing Lessons from the 2012 Election: Part 1](#)

Your candidates may not have won, but marketing expert Allan Boress says there are lessons to be learned from the marketing successes and failures of the election. Learn why his first lesson is "always be last."

→ [Balancing Work with the Holidays: A Teachable Moment](#)

One thing that's usually a constant during the holiday season is that you're not always going to have a full staff. People take well-deserved time off to be with their families, and sometimes you have to make due with a skeleton crew.

→ [Ernst & Young Receives Workplace Recognition](#)

This November, Ernst & Young became the first and only Big Four accounting firm, and only large professional services firm, to be named one of the World's Best Multinational Workplaces by the Great Place to Work Institute.

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