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VOICE OF THE EDITOR

Stand Out in a Crowd; the IPA Top 100 Accounting Firms

How do you find new business? You need more than your good looks to compete with others who offer accounting services. Mary Ellen Biery, research specialist at Sageworks, offers some excellent advice about how to **provide Type 2 Services** to clients that will help you stand out from the competition. So now that you've got the business, do you have the personnel to provide the services? Robert Half Chairman and CEO Max Messmer provides tips on **how to recruit the best talent**. Finally, how do you stack up against your competition? Each year, INSIDE Public Accounting publishes its **Top 100 accounting firms** list. This list is the precursor to the group's annual benchmarking report. Find out where your firm and the firms in your community rank, and learn what makes this listing different from any other list of accounting firms.


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WHITEPAPER


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 for Accountants**

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PRACTICE HEADLINES

→ Stop Competing for New Business on Price Alone

Competition in the accounting industry is fierce, which can pressure some CPAs to compete for business using pricing alone. But many accountants realize this is a losing proposition.



→ Finding Skilled Professionals Remains a Challenge for Small Businesses

What's the greatest challenge for small business owners when it comes to hiring and managing staff? Sixty percent of business owners who were recently surveyed said finding skilled professionals is the biggest hurdle.



→ A Peek Inside the 2013 *INSIDE Public Accounting* 100 Report

On August 5, the Platt Group LLC, publisher of *INSIDE Public Accounting* (IPA), unveiled its twenty-third annual report of the nation's largest 100 firms.



THIS WEEK ON ACCOUNTINGWEB

- **Excel expert David Ringstrom, CPA**, has a time-saving tip for accessing Excel's help window.
- **Stephanie Maxwell, David Steiner, and Scott Stein of PwC**, explain how your tax department can leverage big data.
- **Robert A. Raiola, CPA, Sports & Entertainment Group, Fazio, Mannuzza, Roche, Tankel, LaPilusa, LLC**, talks with us about boxer Manny Pacquiao's tax situation.
- **Jeremy Dillard, CPA, partner at Rivera, Jamjian & Dillard, LLP**, and winner of the AICPA Maximo Mukelabai Award, talks with AccountingWEB about his commitment to community service.


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