

VOICE OF THE EDITOR

# Innovation Has Become a Key Component in Business Strategies

More than 4,400 business leaders recently participated in Plante Moran's **2013 Innovation Survey**. Seventy-four percent said they're now using innovation as part of their organizational strategy, up from 66 percent in 2012. Learn what factors business leaders say drive as well as impede innovation. Practice management consultant Gary Adamson offers **[tips on succession planning](#)** and explains the four bases you must cover with every partner: technical skills and expertise, leadership, hours, and client relationships. And Thomson Reuters' Jack LaRue has some practical advice on **[how to improve the effectiveness of your marketing](#)** with little effort.



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PRACTICE HEADLINES

## → [Plante Moran Survey: Businesses Made Major Strides in Innovation in 2013](#)

Major gains in innovation within companies have been realized in 2013, as 94 percent of business leaders cited how innovation ties to sustainability and growth as a top organizational priority, up from 79 percent last year.



## → [Succession Planning: Cover These Four Bases for Every Retiring Partner](#)

Every firm is working through the succession maze and dealing with the exit of key partners in the firm. It's the Baby Boomer bubble up close and personal, which every firm seems to be dealing with.



## → [Marathon Marketing](#)

Marketing is a lot like running. It's better to do a little of it consistently than to try to do too much all at once. If you're out of shape, trying to run ten miles in a single day won't solve your problem.



THIS WEEK ON ACCOUNTINGWEB

→ **PCAOB Issues Alert No. 11**, *Considerations for Audits of Internal Control Over Financial Reporting*.

→ **Tax-filing season to be delayed** by one to two weeks, the IRS announced.

→ **Big Four firm Deloitte & Touche LLP** has been fined \$2 million by PCAOB.

→ **CPAs Holly Breuer of Purk & Associates** and **Angela Parziale of Walter & Shuffain** share their perspectives on opportunities for women in the accounting profession.

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