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Nota di contenuto	Cover -- Praise for Rob Nixon -- Title Page -- Dedication -- Copyright Page -- Table of Contents -- Dear Accountant -- Chapter 1: The Way of the Dinosaur -- Cloud changes everything -- Globalization of workforces -- Compliance as a commodity -- 12 predictions of the profession -- Chapter 2: A new plan is needed -- Business by Design -- BHAG's and SMAG's -- Breaking with in order to breakthrough -- Chapter 3: The Real Time Accountant -- Redundant or Real Time -- What clients really want -- Technology makes it too easy -- What to do with the data -- Chapter 4: People are still needed -- The current team may be short lived -- A virtual team -- Team engagement -- Rewarding your team -- Chapter 5: Over-delivering on service -- Communicating until it hurts -- Retaining clients -- Keeping a watchful eye on clients every day
Sommario/riassunto	'Remaining Relevant' is practical and practiced advice for accountants to remain relevant in a 'disrupted' industry and has been described as "the most important business book that you will read this year." Anthony S Bongiorno, The Bongiorno Group.The explosion of cloud computing and its impact on the accounting industry is the impetus for 'Remaining Relevant', which is all about the future of the accounting profession - essential reading in this manual for an accountant's success. "Technology is enabling and will demand the accounting profession to transform. From the changing the engagement and

service mix within a firm, to fixed fee billing and off shoring ... everything is up for review. As long-term industry insider and visionary, Rob has the unique capability to help accountants focus on what is important through his direct, and at times confronting, analysis of the profession. A must read." Tim Reed, MYOB CEO"Rob Nixon is to accounting what Peter Drucker was to strategy: He creates new paradigms and fresh approaches to a discipline that would be headed for the doldrums without him." Alan Weiss, PhD, Author, Million Dollar ConsultingRhode Island, USA"The accounting game is changing forever. Any partner who doesn't acknowledge this is kidding themselves. The age of the dinosaur firm is coming to an end, and this book is a must for any accountant who wants to remain relevant in the 21st Century." Chris Hooper, CEO, Accodex Adelaide, Australia
