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Sommario/riassunto	<p>Accountable Marketing presents a do-able marketing model for smaller accounting and financial advice practices and partnerships that appreciate substance over spin. It outlines both the why and the how of implementing just 5 key resources and a 4-step strategy designed to increase awareness and generate enquiry amongst the type of Clients you most want to do business with. It won't steal your time. It's affordable. It's measurable and it makes sense. It's Accountable Marketing!</p>