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Note generali	The story of a mythical Minneapolis CPA firm, Crandall & Potter, a composite based on various firms the author has worked with as a consultant.
Nota di contenuto	At the Crossroads; CONTENTS; ABOUT THE AUTHORS; INTRODUCTION; CAST OF CHARACTERS; PART I: NO DISCIPLINE, NO GROWTH; PART II: SHALL WE GROW?; PART III: BUSINESS DISCIPLINE BRINGS PRACTICE GROWTH; APPENDIX: THE PRACTICE GROWTH MODEL
Sommario/riassunto	If you'd like to know how to change your underachieving firm, At The Crossroads: The Remarkable CPA Firm That Nearly Crashed, Then Soared may hold the key to a bright new future. This innovative book is told in story form, drawing the reader behind the scenes of a dysfunctional team that applies Crosley?s Practice Growth Model to overcome the defects to produce a highly functional team.