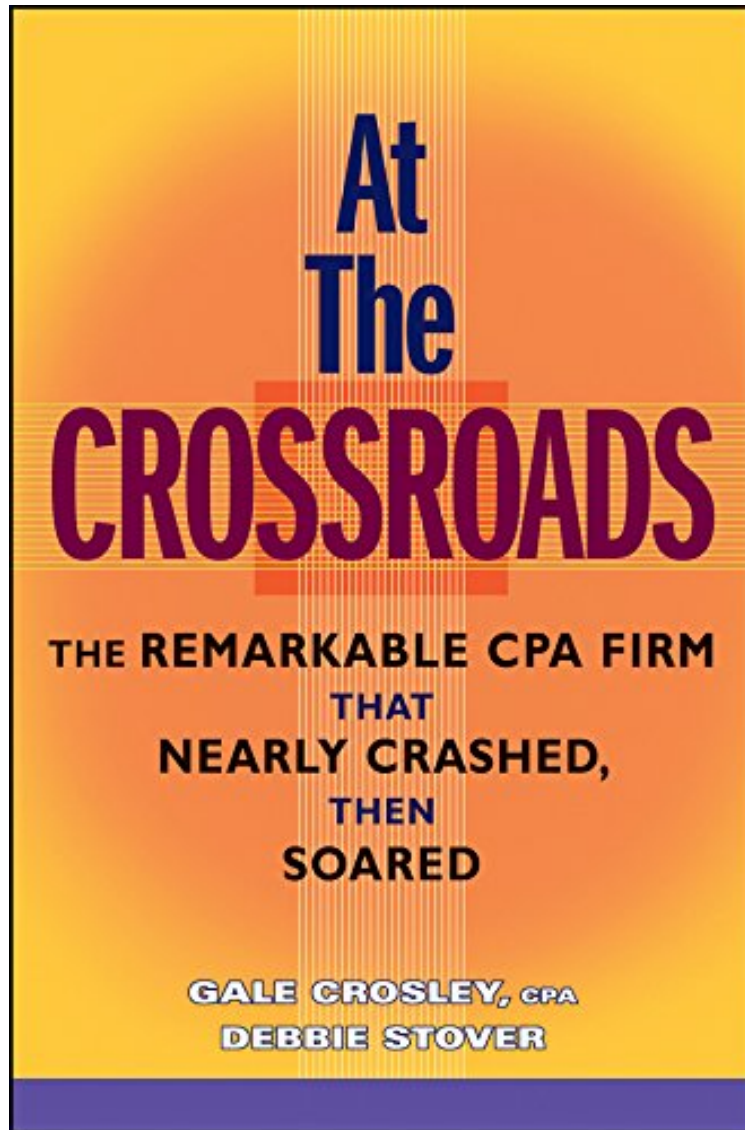


[Ebook pdf] At the Crossroads: The Remarkable CPA Firm that Nearly Crashed, then Soared

## At the Crossroads: The Remarkable CPA Firm that Nearly Crashed, then Soared

*Gale Crosley, Debbie Stover*  
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**Gale Crosley, Debbie Stover** : **At the Crossroads: The Remarkable CPA Firm that Nearly Crashed, then Soared** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *At the Crossroads: The Remarkable CPA Firm that Nearly Crashed, then Soared*:

0 of 0 people found the following review helpful. Surface level fiction By P. Kreuk This book contains a fictional story about a smaller accounting firm (~10 partners) experiencing below-industry-average growth. In order to grow the firm, the managing partner seeks advice and coaching from a partner at a firm that is growing substantially. The actual

advice is pretty superficial. If that is the exact situation you are in, you \*might\* find something useful here. If you aren't in that specific situation, there isn't anything here of substance. All technical aspects are glossed over, and just googling "practice growth model accounting practice" yielded a 1-page pdf that included all information discussed in the book. At least it was a quick read. 0 of 0 people found the following review helpful. I really don't like "storybooks" for business topics. By Customer I really don't like "storybooks" for business topics. Using illustrations as examples is fine. I think the last 20 pages that summarizes the book is the real value. I only purchased the book because it was required reading for a class. Incidentally, this class will be using a different book the next time it is taught. 0 of 0 people found the following review helpful. Great book! A must read for all CPA firm partners. By Brian C. DiBella This is a great book. The novelistic style made it very interesting and not another boring marketing or business development textbook. I highly recommend it for anyone working in public accounting who wants to grow their practice and take their firm to the next level. The Practice Growth Model is a structured approach to new business development. CPA firm owners need to wake up and realize that it's a different market out there now. Clients are much more intelligent and sophisticated than before and you can't just hang out a shingle anymore if you expect to grow. The information contained in this novel will kick start your practice to new opportunities.

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.

"Professionals who appreciate a novel format in their business books will find this book a refreshing read. The lessons provided in this book show firms how to achieve new levels of teamwork with growth." (Auditnet.org, October 2008) From the Inside Flap: At the Crossroads The Remarkable CPA Firm that Nearly Crashed, then Soared Joe Abriola has a problem; a big problem. Managing partner of a prosperous Minneapolis CPA firm, Joe has just learned that his partners are on the verge of mutiny. Why are they so upset? It's him; or, rather, it's the way he's let their practice slide into complacency. Why are other CPA firms growing so fast when theirs isn't? The partners want answers; fast. If not, Joe may find himself out in the cold . . . and it gets awfully cold in Minneapolis in the winter. What will he do? What Joe does forms the backbone of this delightful new growth parable from Gale Crosley and Debbie Stover. In years of teaching CPA firms how to grow, Crosley; who heads Crosley+Company, an Atlanta-based CPA consulting firm; has developed a dynamic approach called the Practice Growth Model. In *At the Crossroads*, that model gets put into place, and in the process, we learn what it takes to transform a sleepy, uninspired CPA firm into a powerhouse. Will all the partners survive? Will Joe survive? What about know-it-all Frank, too-lofty-to-care Charles, or counting-the-days-till-he-retires Harold? And what about the staff? The business developer who dresses like a dream but doesn't have a clue about bringing in business . . . the marketing director the partners won't take seriously; even the mailroom guy gets in a few licks! Does this firm, with its head in the sand, blithely ignoring the complexities of a changing marketplace, look anything like yours? Would you like it to? Especially when the makeover is complete, and they're chalking up phenomenal growth, with a win rate on highly qualified opportunities of seventy percent? If your firm is underachieving or growing inefficiently, and you'd like to know how to change all that, *At the Crossroads* may hold the key to a bright new future. From the Back Cover: Praise for *At the Crossroads The Remarkable CPA Firm that Nearly Crashed, then Soared* "Here's a bird's-eye view as told from the inside of exactly how a CPA firm went from a five percent growth rate to a twenty percent growth rate. You'll find it hard to believe this is a work of fiction, since its message is so true." —Stuart Kahan, Executive Editor, CPA Wealth Provider "Using a brilliantly realized novelistic approach, the authors, with rare understanding of the relationship between managing a professional firm and marketing, break through the long standing resistance that firms have to change. A remarkably successful and profoundly useful work for both professionals and marketers." —Bruce W. Marcus, Editor, The Marcus Letter on Professional Services "Every reader will see themselves or someone they know in Crosley's compelling first book about a CPA firm doing it right." —Allan D. Koltin, CPA, President and CEO, PDI Global, Inc. "There isn't a partner out there who won't recognize themselves somewhere in this book. Gale Crosley takes the reader by the hand and sometimes by the neck down the path to become a remarkable CPA firm. Read this book with an eye toward learning and you will see what I'm talking about." —August J. Aquila, CEO, Aquila Global Advisors LLC and Chantrey Capital Advisors, Inc. "At the Crossroads: The Remarkable CPA Firm that Nearly Crashed, then Soared is a compelling fable with an inspirational lesson for every CPA firm. It's an entertaining page-turner of a novel that shows how a little vision, courage, and knowledge can transform any group of also-rans into a team of true champions. More than merely a lesson in business, Gale gives us a lasting lesson in life. Every managing partner should take a dose of this book each morning before going into the office. Every aspiring CPA should embrace the message. They won't succeed without it." —Rick Telberg, CEO, Bay Street Group LLC