

# INSIDE Public Accounting

The competitive advantage for accounting firm leaders since 1987

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David Maister, renowned consultant to professional firms, says, "*IPA is that rare combination: hard facts together with clear exposition. I rely on it to stay informed about the accounting profession.*"

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Most of you already participate in the annual **IPA Annual Survey and Analysis of Accounting Firms** – the base from which we name the 100 largest firms in the U.S., the 25 best managed firms in the country, and the All-Stars Firms. This also is the data used to produce the **Benchmarking Report**. If you need a survey for participation, please call (317) 733-1920 and give us your e-mail address. You will be contributing to the profession's oldest and most detailed analysis of accounting firms' performance.

We look forward to hearing from you.



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