

2011 ★ Read ★ Read ★ Read  
Rita's Suggested Reading List

Reading and research are a fact of life for those in CPA firm management. Leaders thrive on keeping current with what is happening in the CPA profession and the world of CPA firm management. Here are a few sources:

**Publications/Newsletters:**

Accounting Office Management  
& Administrative Report

Accounting Today

CPA Practice Management Forum

Inside Public Accounting

AICPA MAP Handbook

IOMA, [www.ioma.com](http://www.ioma.com)

<http://www.accountingtoday.com/>

CCH <http://tax.cchgroup.com/default.asp>

[www.plattgroupplc.com](http://www.plattgroupplc.com)

AICPA – also available on-line

**Books:**

**Managing The Professional Svcs. Firm**

True Professionalism

Strategy and The Fat Smoker

It's Okay to be the Boss & Not Everyone Gets a Trophy

At the Crossroads

**How to Win Friends & Influence People**

Quantum of Paperless

**Switch:** How to Change Things When Change is Hard

The Little BIG Things

The Professional Service Firm 50

**Aligning the Stars**

Little Golden Book of YES! Attitude

Good to Great

The Servant Leader

**Leadership and Self-Deception**

The Five Dysfunctions of a Team

Talent is Never Enough

GenderTalk Works (if you do it right)

**Play Like a Man, Win Like a Woman**

Crucial Conversations

**Linchpin**, Tribes, others by:

The Four Agreements

David H. Maister (davidmaister.com)

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Bruce Tulgan

Gale Crosley

Dale Carnegie

Roman Kepczyk

Chip Heath & Dan Heath

Tom Peters

Tom Peters

Jay Lorsch & Thomas J. Tierney

Jeffrey Gitomer (read all his books)

James Collins

James Autry

The Arbinger Institute

Patrick Lencioni (read all his books!)

John C. Maxwell (he has many great books)

Connie Glaser

Gail Evans

Patterson, Grenny, McMillan, Switzler

Seth Godin (his blog is great, too)

Miguel Ruiz

**Web Resources:**

<http://ritakeller.com/blog> (Rita's Blog!)

<http://pcps.aicpa.org> (many practice aids here)

[www.cpaadmin.org](http://www.cpaadmin.org) (this is AAA's website)

<http://www.accountingtoday.com/>

[www.davidmaister.com](http://www.davidmaister.com) (review the archives)

<http://sethgodin.typepad.com>

<http://www.goldenmarketinginc.com/>

[www.xcentric.com/blog](http://www.xcentric.com/blog)

<http://www.onlineaccountingdegree.net/features/accounting/> (listing of the 2010 Top Accounting Blogs)

<http://goldenmarketing.typepad.com/> (Michelle Golden's Blog)

<http://itpna.com> (Roman Kepczyk)

[www.tompeters.com](http://www.tompeters.com) (great info, all the time)

[www.capstonemarketing.com](http://www.capstonemarketing.com)

[www.thegrowthpartnership.com](http://www.thegrowthpartnership.com)

<http://www.accountingweb.com>

<http://www.gitomer.com>

[www.aicpa.org](http://www.aicpa.org)

[www.contrarianconsulting.com](http://www.contrarianconsulting.com)

Please sign-up for a **Twitter account**, find people you know in the CPA profession, follow them and just read what they have to say. You don't ever have to post anything but you can learn a lot from reading people's Tweets!