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**Association for Accounting Marketing to Launch a New Publication:
Growth Strategies: The Journal of Accounting Marketing and Sales
As well as the Increased Publication of *The AAM Minute***

Mount Laurel, NJ, August 10, 2011 – The Association for Accounting Marketing (AAM), the leading association focused on marketing and business development for accounting firms, is pleased to announce the launch of its new publication *Growth Strategies: The Journal of Accounting Marketing and Sales*. The first issue of this four-color publication will be sent to AAM members as well as interested parties throughout the nation in mid-August.

"Raising the stature of the accounting marketing and practice growth profession is *Growth Strategies'* mission. The mission took shape after AAM's members were polled about what they wanted from the flagship of its communications program," says Laura Sparks, *Growth Strategies* Committee Co-Chair. "The result is a quarterly journal that provides a forum for sharing ideas and insights about cutting-edge marketing and business development practices, both from inside and outside of the accounting industry."

"*Growth Strategies* committee members are dedicated to providing a periodical that contains authoritative content on marketing and sales issues, trends and best practices designed to help accounting firms grow," says Marsha Leest, *Growth Strategies* Committee Co-Chair.

In addition to feature articles on topics such as professional development, new business development, thought leadership, global marketing and new product development. Each issue will contain standard columns to build the knowledge base of not only accounting marketers and business development professionals but also to partners and others involved in practice growth.

Growth Strategies will replace AAM's bi-monthly printed newsletter entitled *MarkeTrends*. In addition, the circulation of *The AAM Minute*, the Association's e-newsletter will increase to monthly. AAM publishes *The AAM Minute* for its members and others interested in AAM news. *The AAM Minute* will supplement *Growth Strategies* with timely interactive information that impacts accounting firm growth and features quick links to industry events, conference news, chapter activities and educational opportunities.

For more information or to subscribe to AAM's publications, email info@accountingmarketing.org.

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The Association for Accounting Marketing is the only association in the country formed specifically to provide accounting marketers with the tools for professional growth and success. The association's membership of more than 800 members is comprised of marketing professionals, CPAs, consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers. To learn more about AAM, call 856-793-0806 or visit www.accountingmarketing.org.