



Growth Strategies: **The Journal of Accounting Marketing & Sales** *Published by the Association for Accounting Marketing* **2011-2012 Editorial Calendar**

Fall 2011

Ad Material Due: June 20, 2011
Print Date: July 21, 2011

Positioning for growth in an improving economy

As the economy recovers, disgruntled and burnt-out employees will look around for better opportunities. How could this loss of talent affect firms' value propositions? How can they position themselves to be on the receiving end of this migration?

Breaking into the leadership circle

What does it take for a marketing or business development professional to become a C-level executive in the firm? What are the benefits to the marketer and to the firm?

Winter 2011

Ad Material Due: September 20, 2011
Print Date: October 21, 2011

Dynamics of high-growth firms

What are the factors that drive growth in high-performing firms?

Marketing's role in the product cycle

How do marketing and sales pros add value to the product cycle? What are the products and services that accounting firms should be considering now?

Spring 2012

Ad Material Due: December 20, 2011
Print Date: January 23, 2012

Succession planning

How can marketing and business development leaders help prepare their firms for the impending succession crisis? What are best practices for ensuring client succession?

Developing thought leaders

What is the role of thought leadership in firm growth? How do firms develop thought leaders? How do they achieve thought leadership on a firm-wide basis?

Summer 2012

Ad Material Due: March 19, 2012
Print Date: April 20, 2012

Competing in a global marketplace

How are accounting firms of all sizes serving cross-border clients? How are accounting associations evolving to meet the needs of local and regional firms?

Building the right marketing and sales team

Which comes first – marketing or business development? How to decide which roles a firm needs at different stages in its growth cycle.



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Rotating Departments

Case Study

An in-depth study of a growth initiative, along with details about what led to its success or failure. Preference given to case studies that relate to one of the feature themes.

The Change Agent

A motivational but practical piece about how the marketing or business development leader can make an impact by leading a change initiative. Preference given to topics that relate to one of the feature themes.

On Your Mind

A practical, how-to piece on a timely issue frequently faced by accounting marketing and sales leaders. Preference given to seasonal topics.

Take A Stand

Opinion piece on any issue that affects those responsible for growing the firm.

Growing Rainmakers

Focus on helping marketers develop client service professionals' skills in marketing and growing the firm.

Technology Spotlight

Focus on the role of technology in growing an accounting firm.

Perspectives

Insights from marketing representatives in industries other than accounting.

Book Review

Critique of a new book and its relevance to accounting marketing and growth.

Trends & Insights

Highlights news items within the industry and the association.