

# Major New Report on Accountancy Marketing

Conical has recently published a landmark report on marketing practices employed by accountancy firms. The findings are drawn from research carried out with 50 firms of various sizes across the UK.

The report\* is essential reading for anyone responsible for, or interested in, marketing an accountancy practice. This report follows similar Conical reports dealing with marketing practices used by law firms and Barrister Chambers.

Issues covered by the report include the following:

- Marketing decision making
- Marketing tools and techniques
- Understanding of marketing
- The accountancy market place
- Marketing budget
- Use of marketing agencies
- ...and a valuable conclusions section



The report distinguishes between firms of various size allowing readers to relate the findings to their own firm.

The conclusions section also draws upon the practical management experience of the authors to provide some pragmatic advice on making use of the findings of the report.

**To purchase a copy of the report please complete and then detach the form below.**

**Tel 01727 844000**  
**[www.conical.co.uk](http://www.conical.co.uk)**

\* (Please note this is a short print run technical report of some 24 pages and is not an instruction manual or 'book'.)



## APPLICATION FORM

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