

NEWS



Media Contact:
Michelle Golden
(866) 416-1201

FOR IMMEDIATE RELEASE

Golden Marketing Unveils ‘Accountants Round Up’

LEADING INDUSTRY CONSULTANT LAUNCHES ACCOUNTING NEWS RESOURCE

St. Louis, MO – February 1, 2007 – Accountants now have a ready source of news and industry developments aggregated in one place and available via RSS feed or e-mail. Golden Marketing introduces their newest blog, Accountants Round Up—pun intended—highlighting news, articles, commentary, and practice ideas gathered from all over the Internet. The blog is found at www.accountantsroundup.com.

“Accountants Round Up is created to introduce more accountants to the blogosphere. Skeptics by nature, they’ve been slower to understand and utilize this technology than many other industries, including law. While this is probably a result of information overload, we aim to show them how much more quickly and easily they can stay abreast of news for their own industry,” explains Michelle Golden, president and CEO of Golden Marketing, Inc. “Our hope is to also demonstrate just how useful RSS technology is for professionals who want to stay attuned to the industry news of the clients whom they are privileged to serve—specialized knowledge being a core element of high level service.”

Accountants Round-Up joins Golden’s already popular blog, Golden Practices (goldenpractices.com) listed as one of the 12 strongest links by ABA’s Law Practice Management Section only a year after its launch in 2005. Golden speaks regularly to professionals about the integral role of blogs in creating a content-rich electronic presence—the kind of presence that actually does demonstrate credibility on the Web.

About Golden Marketing

In 1999, founder Michelle Golden launched Golden Marketing Resources Inc. (dba Golden Marketing Inc. and Golden Practices Inc.) to aid professional service firms with practice management and growth. Working with law and accounting firms throughout the United States and abroad (from solos to Big 4) Golden is regarded as a leading “new generation” consultant in the accounting industry. More at www.goldenmarketinginc.com

###