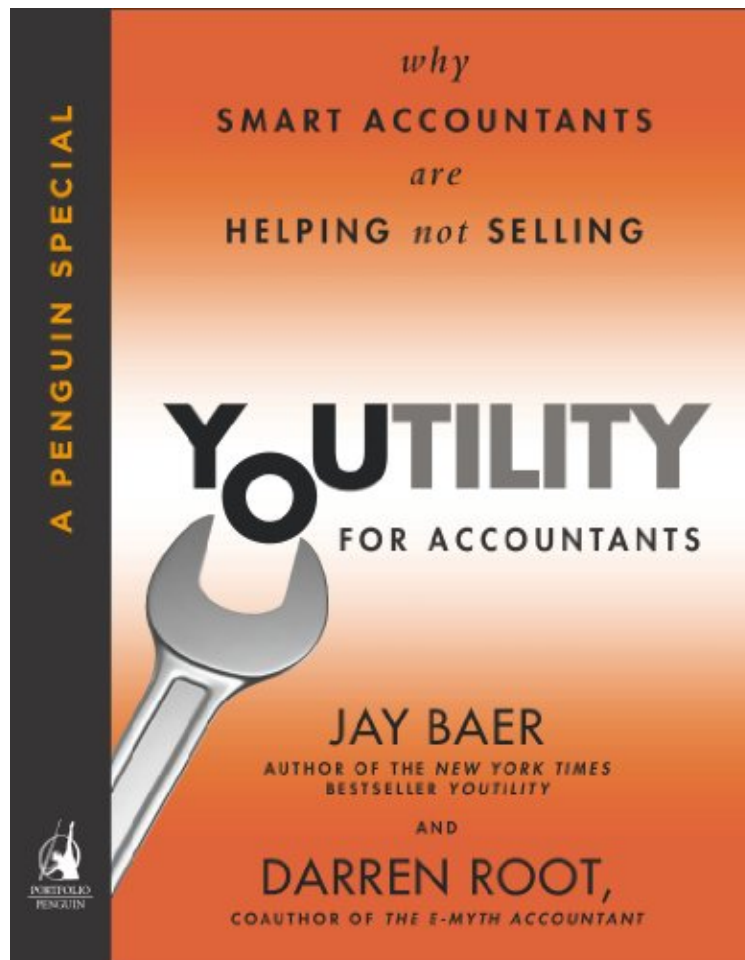


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Youtility for Accountants: Why Smart Accountants Are Helping, Not Selling (A Penguin Special from Portfolio)

Jay Baer, Darren Root
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Youtility fundamentally changes how accountants and accounting firms think about marketing and their business.Jay Baer defines "Youtility" as information and resources given away for free to build awareness and trust. Youtility creates awareness, customers, and loyalty over the long-term. Due to enormous shifts in technology and consumer behavior, customers want a new approach that cuts through the clutter: marketing that is truly, inherently useful.The difference between helping and selling is just two letters, but embracing the former makes the latter much, much easier.Meticulously researched, and filled with examples of accountants and accounting firms that have accelerated their business enormously by embracing the principle of Youtility marketing, this special ebook from best selling authors Jay Baer and Darren Root provides a groundbreaking plan for using information and helpfulness to transform the relationship between companies and customers.Based on the New York Times best seller Youtility, this is the playbook for modern marketing effectiveness in the accounting industry.