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# Accounting Technology<sup>®</sup>

Turning Technology Into Business Know-how™

## STREET TALK: READER VIEWS



*Lisa McCarthy*

**Q:** What has been the most effective cost-cutting measure you have implemented in the last twelve months?

**A:** Our biggest cost savings is leveraging the Internet for marketing our firm rather than print copy and mailings. We use an electronic newsletter, have an online store, provide educational Webinars and roundtables, and send targeted email blasts.

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