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The Sleeter Group, supporting accountants, consultants and small- to medium-sized businesses (SMBs), is launching its new blog today. Entitled QuickBooks and Beyond, The Sleeter Group's blog will include articles about various aspects of accounting software and add-ons, as well as practice management.

Sleeter Group Founder and President Doug Sleeter states, "We're really excited about the new blog. This will be an ideal place for consultants and business owners to get great tips and up-to-the-minute information about how to succeed with QuickBooks and other accounting software. We're committed to delivering high value, current information that people cannot find anywhere else."

Sleeter has hand-picked Charlie Russell, President of CCRSoftware and an "Inner Circle" contributor to Intuit's Small Business Blog, to be Managing Editor of QuickBooks and Beyond. Russell was selected because of his deep knowledge and expertise of accounting software as well as serving clients. Russell's existing blog, Practical QuickBooks, is being transitioned into this new blog under The Sleeter Group's umbrella. "By joining forces with The Sleeter Group, I can provide even more in-depth articles than I could by myself. The Sleeter Group's wealth of technical information on QuickBooks, as well as their contacts with accounting software and add-on developers, will really enhance what I can provide," states Russell.

Russell will tap into the combined expertise of an array of writers and contributors from the Sleeter Group Consultants Network and Sleeter Group staff to enhance the variety of postings offered. "I'm excited about working with Doug and his staff, as well as with the many excellent writers who are members of the Sleeter Group Consultants Network," Russell continues.

The blog will be open to all readers. "We realized that sending 140 characters at a time really isn't enabling us to offer enough substance to the hundreds of thousands

of people in our target market. QuickBooks and Beyond gives us the chance to

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