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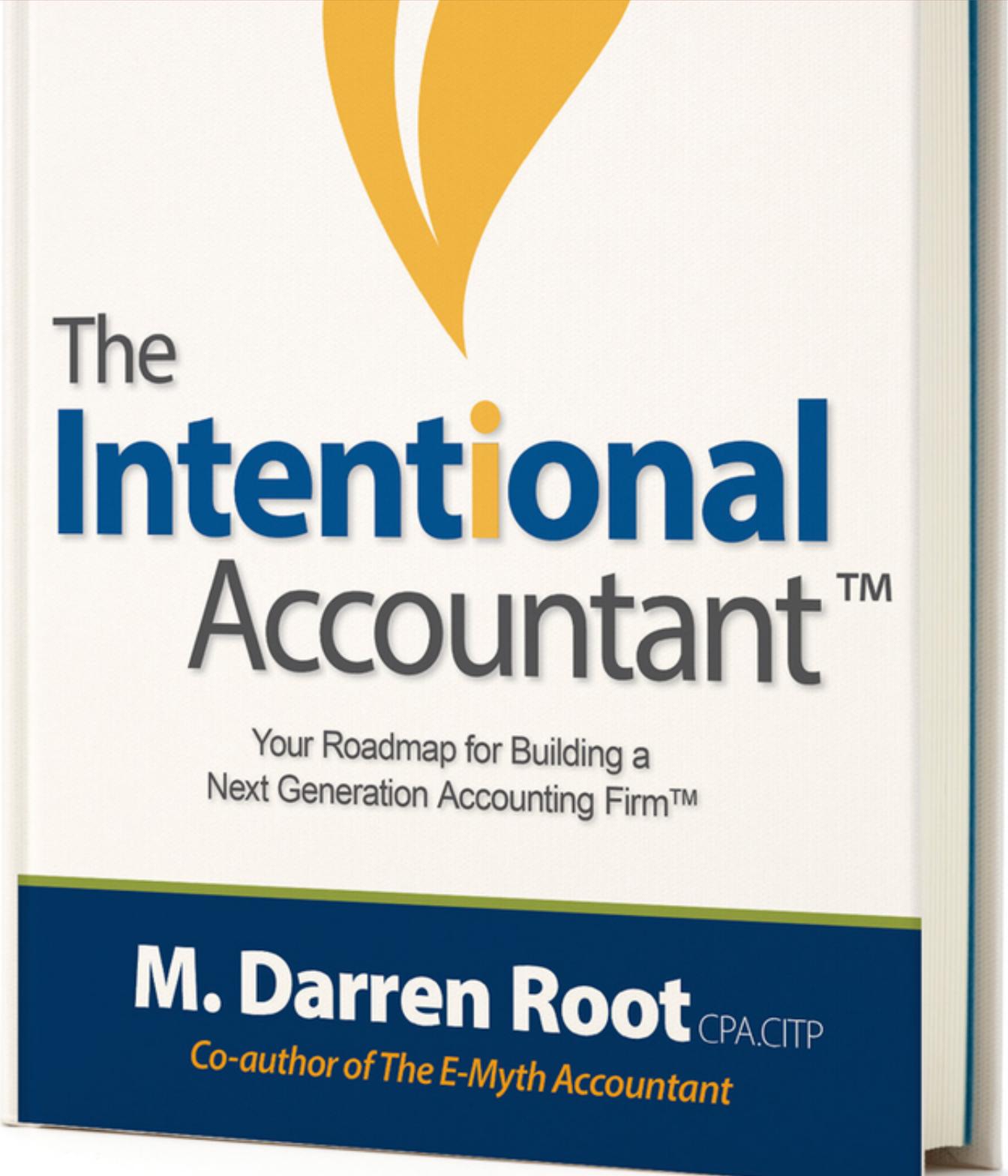
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integral advisor and successful leader? The latest book by accounting thought leader Darren Root explains how he did it.

Isaac M. O'Bannon • May. 20, 2014

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The
Intentional
Accountant™

Your Roadmap for Building a
Next Generation Accounting Firm™

M. Darren Root CPA.CITP
Co-author of The E-Myth Accountant

How does an accounting professional go from being a client service provider to an

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explained Darren Root, CPA, CITP, CGMA and CEO of RootWorks. "My hope is that the book will inspire and motivate others to build their own Next Generation Accounting Firm, lead as a true entrepreneur, and live a balanced life."

So, what is a [Next Generation Accounting Firm](#)?

"A business built on focused intention and with unmitigated entrepreneurial spirit that enables you to have the life you want," Root said. "It runs on a business model that supports an environment where you can be present in all aspects of your personal and professional lives to have the greatest impact on family, staff, clients, and community."

The Intentional Accountant strives to "empower bean counters to become better entrepreneurs," according to Root. The book maps out a clear pathway for independent accountants to go beyond merely working at a job and to create the vision and organizational structure necessary to build a true enterprise. It offers a practical, end-to-end road map of the strategic process and methods that not only transformed Root's CPA firm, but that have also changed the lives and personal fortunes of hundreds of practitioners and shareholders in accounting firms nationwide.

The Intentional Accountant was released May 9, 2014, and is available for purchase on [Amazon](#).

Accounting

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