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In recent years, the accounting profession has undergone tremendous change in the way practitioners run their businesses thanks to the accelerated pace of technology adoption. Is your firm among the first to adopt new technology? Do you regard technology strategy as a competitive advantage?

A recent study conducted by Bay Street Group, LLC compares distinguishing attitudes and behaviors toward technology adoption between high and low performing firms.

The results show a strong relationship between high performance and a firm's view of technology as a strategic asset, and uncovered significant gaps between high and low performing firms in key areas that can serve as a guide for success.

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