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Root is the president of the full-service accounting firm Root & Associates, the CEO of the consultancy RootWorks, LLC and is the former executive editor of CPA Practice ...

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One of the best-known and respected thought leaders in the public accounting space, Darren Root, CPA, CITP, CGMA, has launched a new website at www.darrenroot.com. Root is the president of the full-service accounting firm [Root](#)

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signature thought-provoking style. Insights on building a progressive, successful business are also featured and are based on his new Entrepreneurial Thinking Model, which provides an effective framework for business owners who want to transform their organizations to accelerate success and enhance work-life balance.

“My goal in launching [the new website] is to provide more focused information and inspiration for firm leaders who are committed to bringing their vision of having both a firm and a life they love,” said Darren Root. “I look forward to sharing timely, helpful ideas and resources to support fellow entrepreneurs as they build Next Generation Accounting Firms and work to achieve ideal days.”

The website also highlights Darren's current appearances and event schedule—as well as his books, including *The E-Myth Accountant* (co-authored with Michael Gerber), and *Youtility for Accountants* (co-authored with Jay Baer), and his own recent title, *The Intentional Accountant*, a primer in applying entrepreneurial principles to privately held accounting practices.

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