## **CPA** Practice **Advisor**

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## **Top Social Media and Blog Posts:**

How Even the Smallest Startups Can Project a Professional Image. Entrepreneur. http://bit.ly/2puOwHu

How to Monetize the Data in a Business. Inc. Magazine. http://on.inc.com/2GbxXe9

**4 Steps to Forging a Strong Rapport with Prospects.** Thomson Reuters blog. http://tmsnrt.rs/2puYQiR

Small Business Insurance 101. Paychex WORX blog. http://bit.ly/2GerEq6

6 Important Lending Terms for Business Owners. Kabbage blog. http://bit.ly/2FYB9GI

## **Latest News:**

**SMB Owners Unsure of Tax Reform Benefits.** Small business owners say they are optimistic about current and future business conditions but also are worried about the impact of the new law.

www.cpapracticeadvisor.com/12406519

Midwest Farmers Worry About Trump Tariffs. A potentially damaging political game of "wait and see" could harm Kansas farmers as China and the United States take steps toward a trade war. www.cpapracticeadvisor.com/12406662 More U.S.-Cuba Commercial Flights Approved. The new flights, which all service

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New Invoicing System Modernizes Processes. Qualpay works in partnership with their customers to address specific payment needs and ensure customer and cardholder data is stored securely. www.cpapracticeadvisor.com/12406123

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