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Jul. 18, 2019



**Insight and practical advice for today's accountants based on the latest independent research.**

As the accounting profession prepares for the coming decade, it is becoming abundantly clear that clients are more demanding, technology can inspire better ways of working, and core beliefs previously driving the profession should now be re-evaluated.

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business management advice to their clients.

- 49% of CPAs in the U.S. foresee their firm becoming more industry specialized within the next five years.
- 81% of U.S. accountants consider soft and hard skills equally valuable when interviewing candidates

Download the Practice of Now 2019 Report and discover how the survey results reveal the working landscape for accountants today as well as in the future, offering real-world perspectives on how today's accountants can continue to thrive.

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