

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

analysis, crafting SMART goals, building buyer personas, defining your unique value proposition,

Mar. 20, 2023

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

MARKETING EDGE

A Sharper Way to Approach
Building a Brand

AMY JUERS, MBA

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

mining and combining the power of PR, marketing, and advertising.

As a 26-year veteran of the industry, Juers believes the future of any organization depends on understanding your current position in the market while envisioning the heights you'd like your business to reach. "To be successful, businesses must be willing to devote time and energy to the actions that lead to more clients, increased revenue and business longevity," says Juers, such as strategic planning, brand positioning, marketing and advertising, employee participation, website maximization and strategic outsourcing.

Recently, having raised her three children as well as an internationally successful company, it was time for Juers' next "baby." This newest arrival, *The Marketing Edge*, is an insightful guide to the nuances of today's marketing. "Going through the pandemic, it seemed like an opportune time to highlight what works today," Juers says. "I felt the time was right as we settle into the new normal to examine what that looks like from A to Z in legal marketing and public relations."

The Marketing Edge is now available for purchase on [Amazon.com](https://www.amazon.com).

Firm Management • Marketing

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.