

# The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

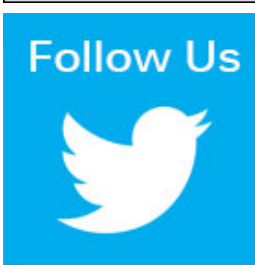
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## Gray, Gray & Gray, LLP's News

### Upcoming Webinar: IRS Expense vs Capitalization Rules Explained



*When is an expenditure for an asset an expense?* That is the question the IRS is trying to answer in their latest round of "rules clarification" on the issue of expense vs. capitalization.

Join us on **Thursday, June 29th, at 10:00am ET for a special webinar presented by Gray, Gray & Gray Tax Partner Emeritus Mike Koppel**. During this webinar, Mike will provide a concise explanation of the IRS regulations, helping you gain a better understanding of the new definitions, and will discuss the significance of ongoing planning to potentially maximize deductibility vs capitalization.

[Click here to register today.](#)

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## Family Business

### 'Partnership' Culture is Best for Success



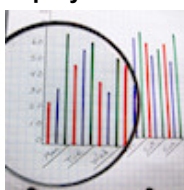
**A certain type** of employer, with a certain type of culture, achieves the best financial results. That's the finding of a survey of thousands of employees in various industries. So, what's the best-performing type of culture? Click "Full Article" for the answer.

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## Benefits Administration

### Employers to Offer More Benefits in the Future



**Important trends in employee benefits** are identified in a relevant study worth examination. One finding of the report is that employers expect to shift even more benefit costs to employees. And employees are looking for even more "life style"-type benefits. Keep reading to learn more about what's ahead for employee benefits down the road.

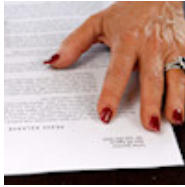
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## Marketing

### A Winning Press Kit Helps Spotlight Your Company

**Looking for some favorable publicity** about your company? Grab the attention of journalists by putting together a good "press kit." Here's what you need to know about this important public relations tool.



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*Reuters.com - Tue, 20 Jun 2017 10:52:08 -0400*

### **Boeing lifts 20-year industry demand forecast to \$6 trillion**

*Reuters.com - Tue, 20 Jun 2017 10:00:51 -0400*

### **Oil prices hit seven-month lows on global oversupply**

*Reuters.com - Tue, 20 Jun 2017 09:36:30 -0400*

### **Whole Foods CEO hints at another brand under Amazon**

*Reuters.com - Tue, 20 Jun 2017 08:35:17 -0400*

### **Pamplona Capital to take Parexel private for \$4.5 billion**

*Reuters.com - Tue, 20 Jun 2017 08:17:36 -0400*

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