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Going Beyond the Numbers to Deliver Insight, Guidance and Success

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

### Strategy Session: Exploring the Importance of Strategic Business Planning with Bryan Pearce

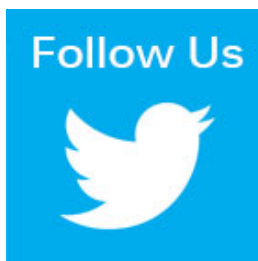
We are pleased to introduce "Strategy Session" - a new article series by [Bryan E. Pearce](#), Gray, Gray & Gray's Director of [Strategic Business Planning](#). Discover proven, accessible approaches to thinking strategically about your business in order to make more informed decisions, with a focus on the six business drivers that will put you in a position to succeed.

**THIS WEEK'S FEATURE:** [The Importance of Strategic Planning in Today's Rapidly Changing Business Environment](#)

"Change has never happened this fast before, and it will never be this slow again." -- Graeme Wood, Journalist

Business leaders agree that the demands of running a business today are more complex and are changing more rapidly than ever before. The collective impact of technological innovation, new competitors, heightened customer expectations, new ways of working, margin pressures, and a continually evolving regulatory environment poses a significant challenge to business leaders. So how do successful businesses today ensure they continue to "renew" themselves and avoid the risk of decline?

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## Family Business

### From Counting Transactions to Cultivating Relationships

**These days**, your customers head to the Internet to comparison shop, get the facts and find out what other consumers are saying about their purchases. That's why smart marketers are using online technology to not only disseminate information, but also manage and improve communication with the buying public. Learn how to get the most out of an email marketing campaign by reading this article.



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## Human Resources

### Lighten the Evaluation Load



**Managers and employees** often dread annual assessments. But the process doesn't have to be so difficult for everyone involved. Here are some options that might help give your organization's entire staff a break and make the chore easier and more beneficial.

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## Management

### Leveraging the Power of Your Company's Managers



**If top managers aren't getting the most from their respective teams**, the company is operating at a competitive disadvantage. This article describes some ways an organization can ensure it's leveraging the true power of its management to get maximum results.

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