

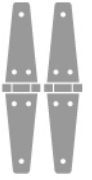
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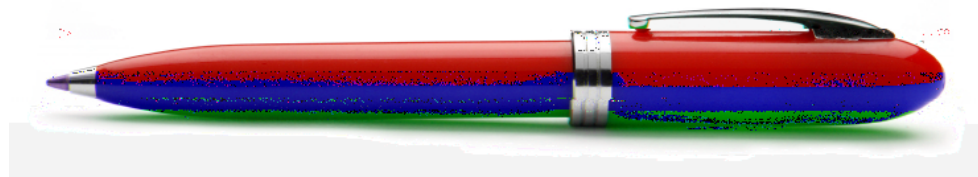
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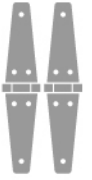
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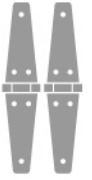


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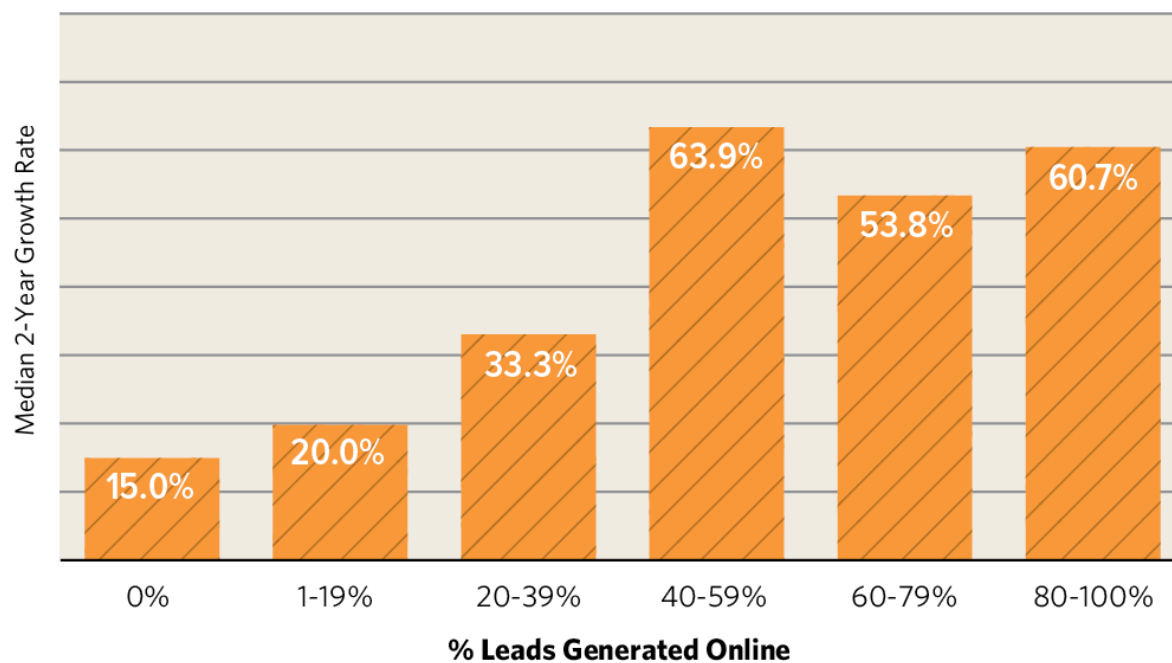


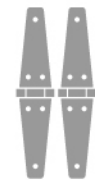
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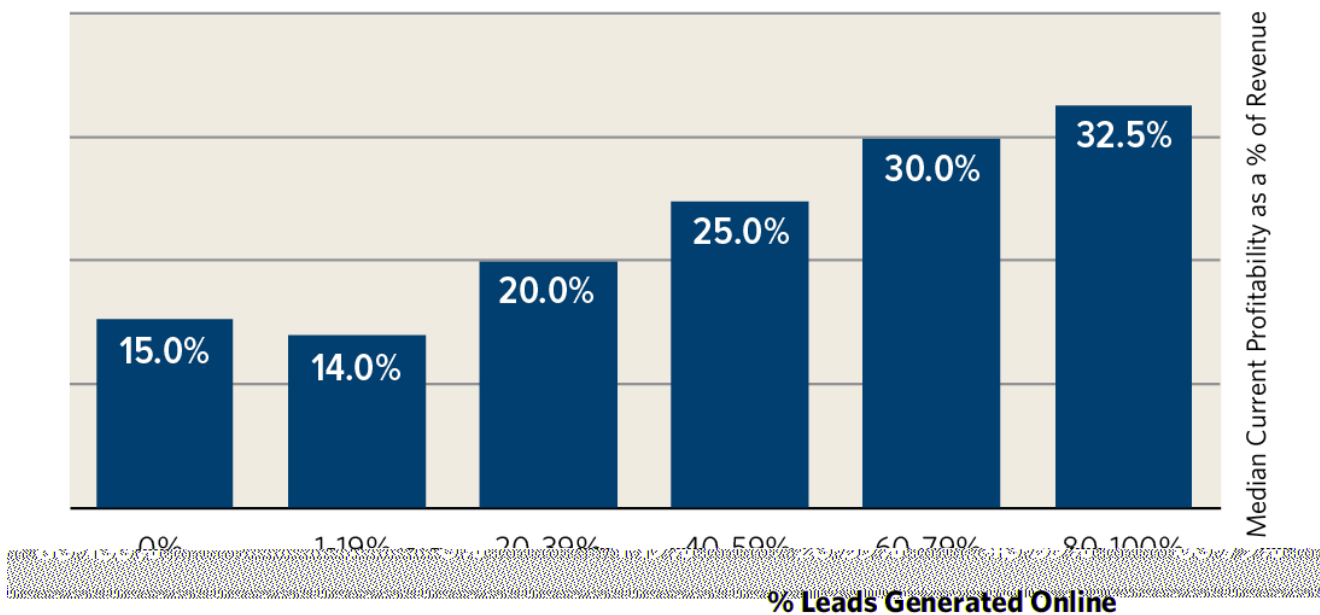
Firm Growth and Online Lead Generation





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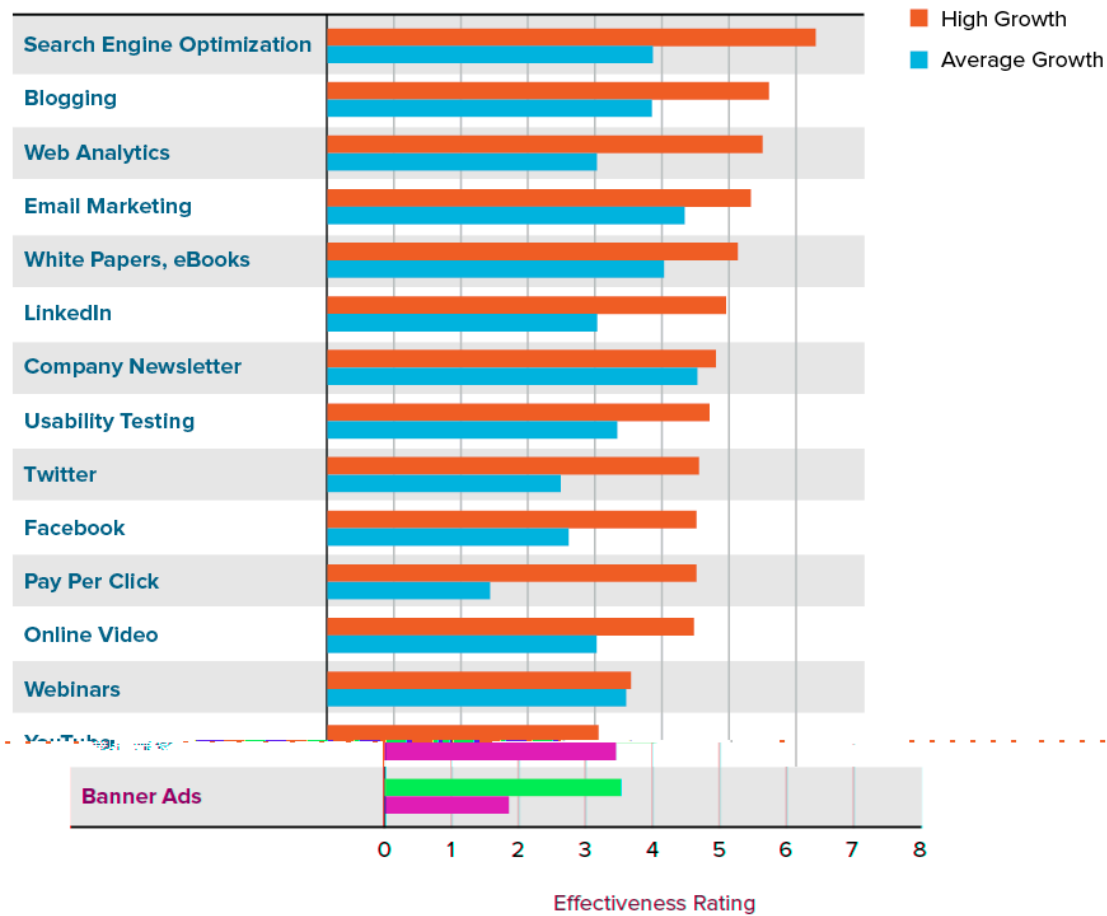
Profitability and Online Lead Generation





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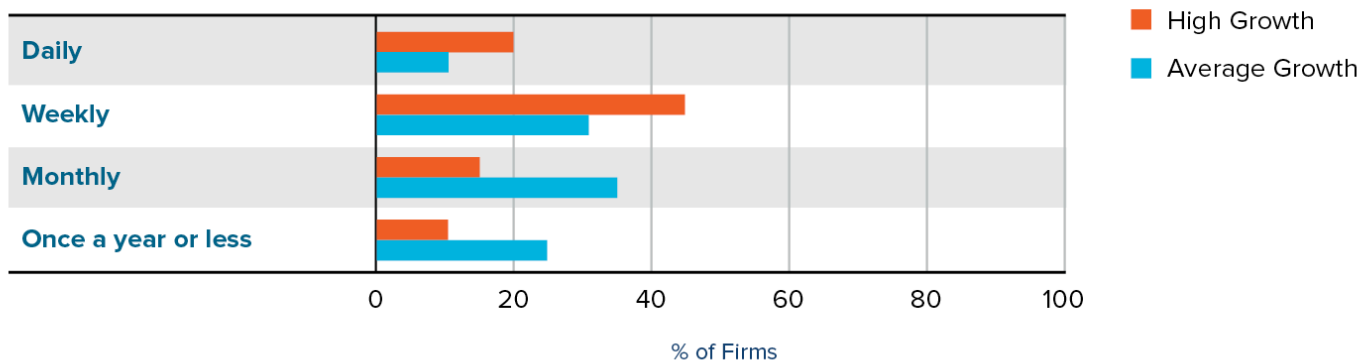
Effectiveness Rating: High Growth vs. Average Firms





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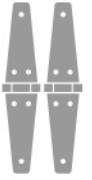
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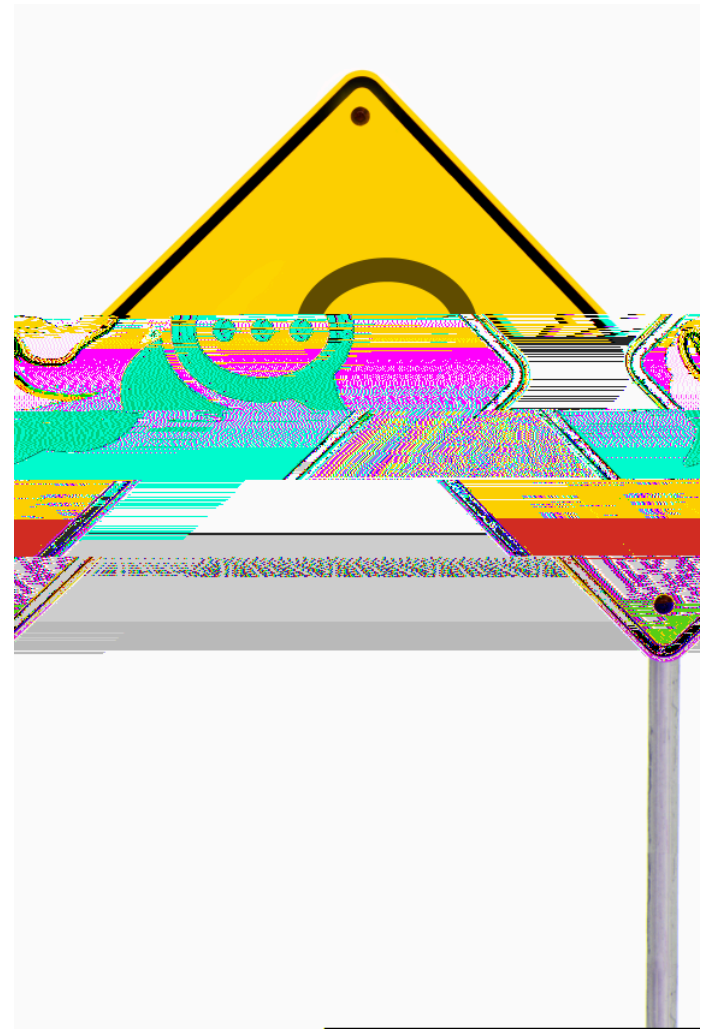
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CUSTOMER EXPERIENCE STRATEGY BLOG

APRIL 16, 2013

Building Your Cross-Functional Customer Experience Team

BY JANELLA LANTZ



In Oracle's white paper, "Seven Power Lessons for Customer Experience Leaders," lesson number one is "Customer experience is political." The book states, "A key aspect of your mission as a customer experience leader is therefore to act as the political champion for customer experience." Choosing your cross-functional team is the first step in giving

your cross-functional team the tools and resources they need to succeed.

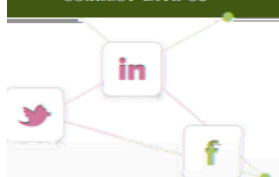
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APRIL 8, 2013

Making the Customer Experience Vision a Reality in the Pharmaceutical Industry

BY FRANK ROWE

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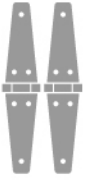


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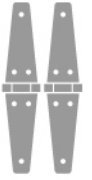
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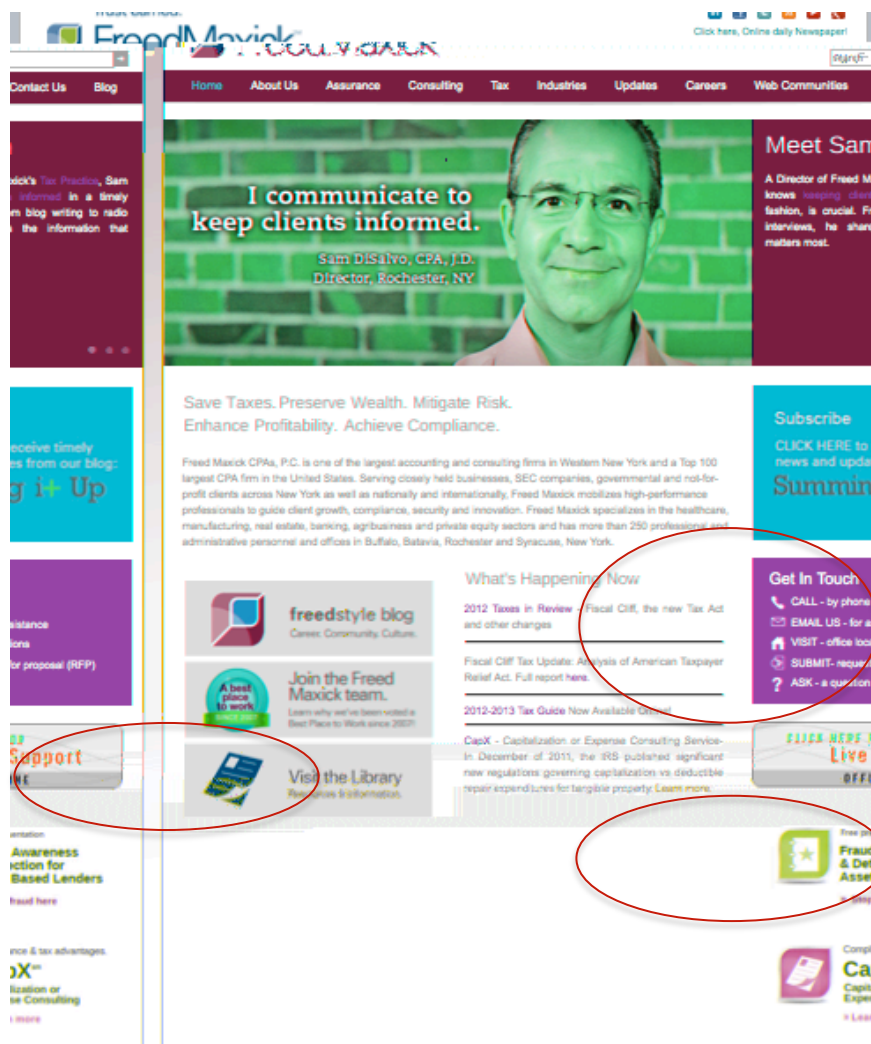
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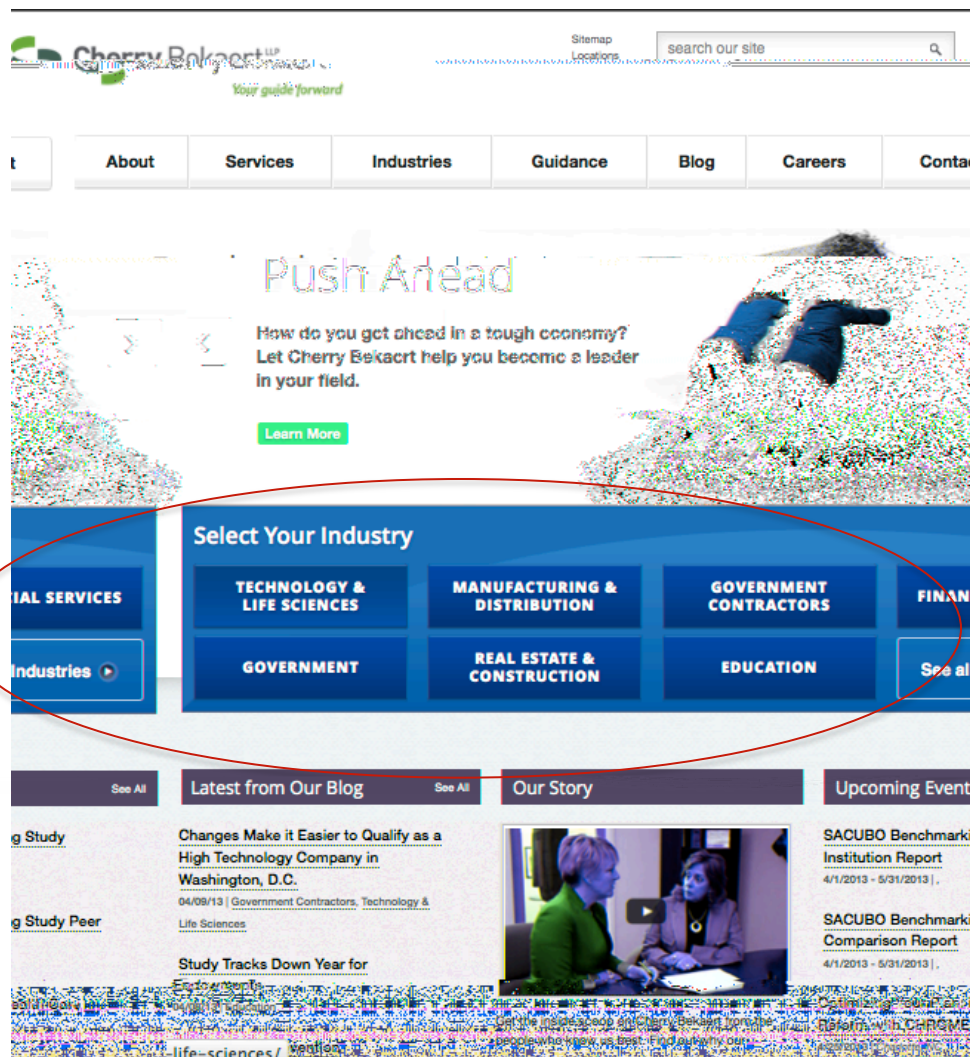
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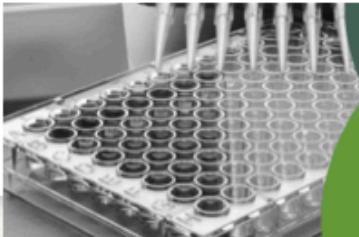


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What Exactly is a California Domestic Partnership Agreement?

By: [Alison K. Groevich](#)

You've likely heard the term, "prenuptial agreement" or "postnuptial agreement." A domestic partnership agreement (also known as a "preregistration agreement" or a "post-registration agreement") is essentially the same thing as a prenuptial agreement or postnuptial agreement.

These agreements are used to opt out of or modify default law related to financial responsibilities in domestic relationships. Remember, you already essentially have a domestic partnership agreement, because the default rules of California serve that purpose. The question is whether that default agreement works for you.

How Do I Get a California Domestic Partnership Agreement?

To find out whether a domestic partnership agreement would work for you, feel free to contact our offices at your convenience. We are always happy to discuss partnership planning. Email info@heathnewton.com or call 415.398.1290.



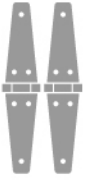
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FAQs Regarding Report of Foreign Bank and Financial Accounts (FBAR) - Filing Requirements and Financial Reports

While FBAR reporting requirements have been in place since 1970, significant revisions to the form and associated penalties for non-compliance have garnered the attention of many taxpayers and practitioners.

Get this list of the top 33 questions - and answers – tax payers **MUST** know about FBAR reporting and filing requirements.

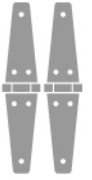
Inside our report:

- Who must file an FBAR?
- How do filers report their accounts to the IRS?
- How does an FBAR filer amend a previously filed FBAR?
- What happens if an account holder is required to file an FBAR and fails to do so?
- Can cumulative FBAR penalties exceed the amount in a taxpayer's foreign accounts?
- Is an FBAR required if the account generates neither interest nor dividend income?
- What are the exceptions to the FBAR filing requirement?

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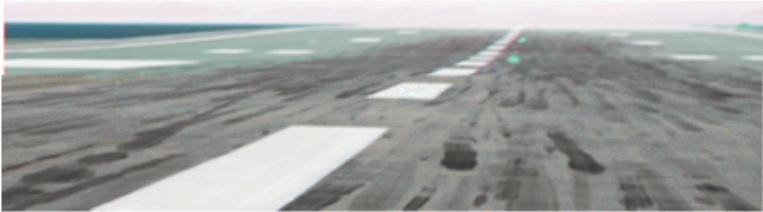
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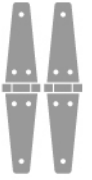
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A Pay Per Click, or PPC, campaign is a great way to drive traffic to your website. Follow the 5 tips below to ensure your PPC landing page improves campaign performance and increases conversions. Also check out our Online Lead Generation guide where we give an in-depth look at the benefits of online lead generation and the best ways to implement a successful campaign.

1. Clear and Concise Headlines

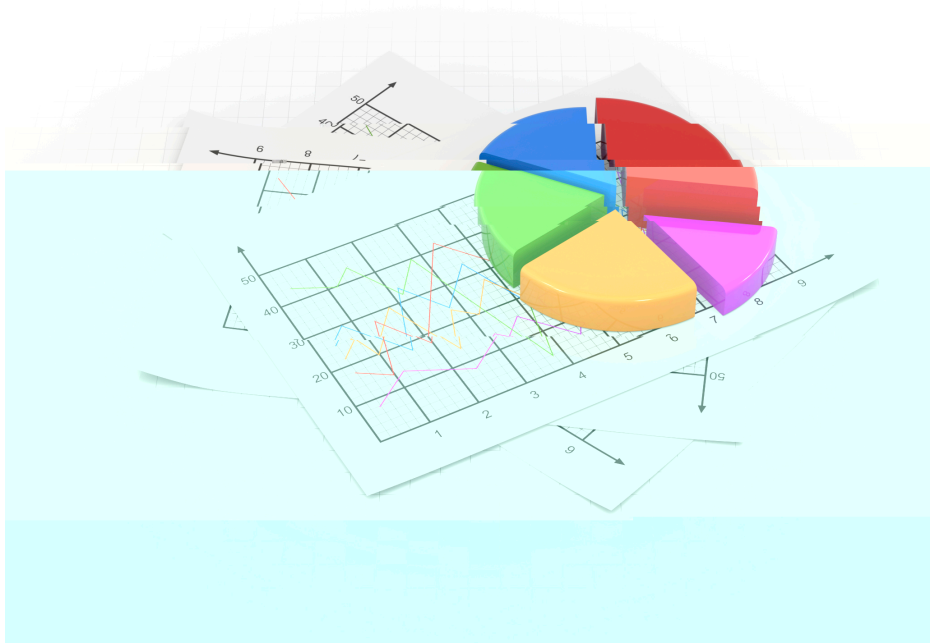
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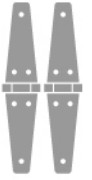
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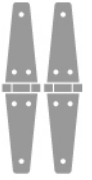
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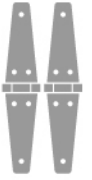
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