

August 2024 Newsletter



Image by [Gregor Mima](#) from [Pixabay](#).

Hello from the team at Edge!

A group of us made the trek to Nashville recently for the record-breaking [ILTACON 2024](#). From customized guitars to tech-enhanced networking with Klik, it was an inspiring event in Music City!

What accounting and/or legal industry events are you looking forward to this fall? It will be here before we know it!

In our article this month, Mary Obregon shares advice for driving efficiency and growth in the B2B space with AI. From key considerations to potential pitfalls, check out this article before taking the leap.

If you would like to set up a time to talk about how Edge can help you meet your marketing and public relations goals, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

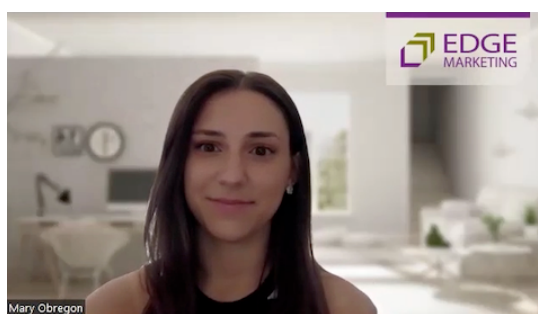
A handwritten signature in black ink that reads 'Amy'.

Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.



Harnessing AI for Efficiency and Growth: A Balanced Approach

For this month's [News with Edge](#) article, Mary Obregon has written about the power of AI in your business, and key factors to take into consideration before taking the leap. Click the thumbnail to watch a quick clip of Mary sharing a brief overview of the article with Amy Juers, founder and CEO of Edge Marketing, Inc., and then read on for the full article.



[CLICK TO READ THE FULL ARTICLE](#)



[Accounting Today](#)

The pros and cons of tax-free tips

[CPA Practice Advisor](#)

Half of Small Businesses are Challenged by Lack of Sufficient Financial Literacy

Legaltech News

Minnesota State Bar Takes Big Step
Toward Launching Gen AI Regulatory
Sandbox

Attorney at Work

Choosing the Right Tools for Law Firm
Growth

Women, Influence & Power in Law (WIPL)

Sept. 23-25, 2024
Chicago, IL

Relativity Fest

Sept. 25-27, 2024
Chicago, IL

Intuit Connect (Formerly Quickbooks Connect)

Oct. 28-30, 2024
Las Vegas, NV

Have your say:

Cast your vote for the top law firms and companies
serving South Florida's legal community.

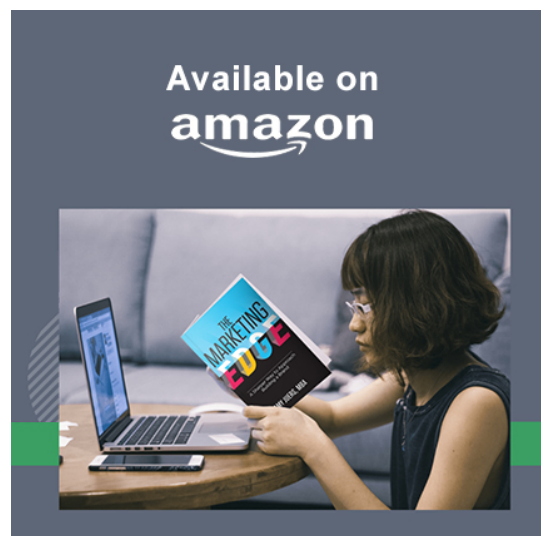
Voting closes on August 30th!



"Learn from one of the best!"

With more than 25 years of strategic
marketing experience and global
practice, Edge Marketing founder and
CEO, Amy Juers, recently published
her first book, sharing her insight and
advice for driving your team and your
clients to the next level.

Check out [The Marketing Edge](#),
available on Amazon!



Feel free to forward this enewsletter to a colleague,
and contact us with any questions or comments.

Edge Marketing, Inc.

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