



November 2024 Newsletter



Edge Summit 2024 in Minneapolis

Hello from Edge!

Our team had the privilege of coming together in Minneapolis last week for Edge Summit 2024! In today's digital world in which the office is wherever there's wifi, nothing compares to gathering in person to celebrate our successes, brainstorm on creative solutions, and strategize for 2025!

Stay tuned for our December newsletter, in which we will share our team's predictions for the coming year.

In this month's article, Jennifer Marsnik shares her expertise on maintaining authenticity in today's digital world. While AI and automation can enhance efficiency of daily task completion, it's the human element that brings the nuanced subtleties and expertise, and fosters genuine relationships.

If you would like to chat about how Edge help you combine the efficiency of AI with the authenticity of human experience, 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' in a cursive, flowing script.

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



Authenticity in an AI World

For this month's [News with Edge](#) article, Jennifer Marsnik has written about the power of staying authentic in a digitally connected world. Check out this quick clip of Jennifer sharing a brief overview of the article with Amy Juers, and then read on for the full article!



[CLICK TO READ THE FULL ARTICLE](#)



[Legaltech News](#)

By the Numbers:
The 2024 LTN Law Firm Tech
Survey

[Accounting Today](#)

Responsible AI in accounting

[CPA Practice Advisor](#)

[Above the Law](#)

Bridging the Accounting
Profession's Generational Gap
Requires Purpose-Driven Strategy
Steeped in Innovation and
Adaptability

15 Best Nonfiction Books to Read
Yourself or Give As Gifts, None of
Them Memoirs or About Politics

Digital CPA

Dec. 8-11, 2024
Denver, CO, and online

Legalweek 2025

Mar. 24-27, 2025
New York City, NY

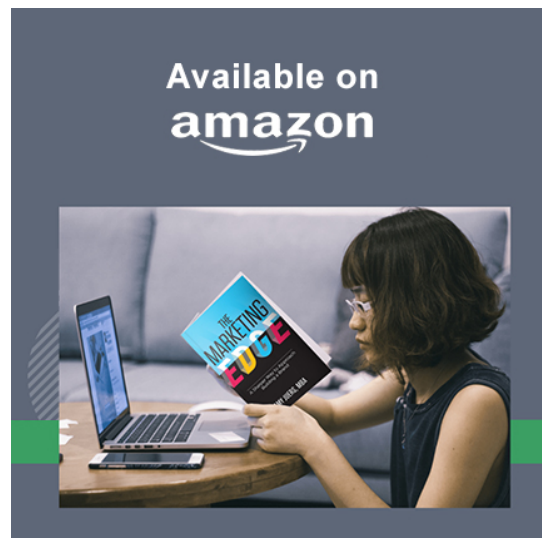
ABA TECHSHOW

Apr. 2-5, 2025
Chicago, IL

"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.

1234 Minnesota Street, 55077, Inver Grove Heights

This email was sent to {{contact.EMAIL}}
You've received it because you've subscribed to our newsletter.

[View in browser](#) | [Unsubscribe](#)