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1-8-1998

AICPA Unveils Three new Technology Guides for CPAs

American Institute of Certified Public Accountants (AICPA)

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SRCL #31261

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AICPA Unveils Three New Technology Guides for CPAs

FOR IMMEDIATE RELEASE

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NEW YORK, (January 8, 1998) ▒ Leveraging off of the wealth of information and insight revealed in its Top 10 Technologies and Their Impact on CPAs book published last year, the American Institute of Certified Public Accountants (AICPA), in collaboration with John Graves, editor of Internet Bulletin for CPAs, has created three new technology guides as part of a series of publications to assist CPAs in strengthening information technology competency.

The CPA's Guide to Web Commerce, The CPA's Guide to Information Security, and The CPA's Guide to Intranets contain information, analysis, and how-to advice to assist CPAs in creating a Web site, an Intranet site, and keeping these information assets secure.

"CPAs are more adept with technology than other financial service providers, and certainly more influential as technology decision makers with their clients, employers or firms. For example, according to a recent survey by an independent research firm, nearly three out of four CPAs (72.2%) recommend software for clients, and two out of four (65.8%) employed in companies recommend software for their employers," explained Charles M. Peck, senior vice president of marketing, product development and organizational development of the AICPA.

"Further, clients of CPAs with expertise in information technology depend on them for advice and implementation of strategic technology projects. Information technology is truly the key to the future success and growth of the accounting profession. To further leverage the CPAs' advantage in an increasingly competitive area, these guides will be an additional resource for our members to tap into the unlimited possibilities and tremendous business opportunities that information technology affords," Peck added.

The CPA's Guide to Web Commerce provides information about using a Web site to enhance marketing efforts, either as a point-of-sale or for other marketing goals, and includes sections about

understanding electronic commerce; electronic money ▓ the types of payment processing systems and how to implement them on a Web site; using Hyper Text Markup Language (HTML) to develop and display content for a commerce site; and security issues for protecting a Web site.

An in-depth look at the information security issues facing technology users today is provided in The CPA's Guide to Information Security. The guide examines information security from the CPA's perspective and offers a comprehensive analysis of the problems, as well as appropriate actions to ensure information security including: assessing risks to information assets and their importance; assembling and leading the information security planning team; developing and implementing an information security plan; plus chapters on viruses, encryption, physical security and network security.

The CPA's Guide to Intranets explains the cost-effective and productivity benefits of having an Intranet and provides step-by-step guidance on how to plan an Intranet site and incorporate it into a company's overall administrative plan. Contents include an understanding of an Intranet and how it works; overview of Intranet-building software, operating systems, Web servers, Web browsers and HTML editors useful in setting up an Intranet; developing content for an Intranet site and how to use HTML to display Intranet Web pages; and security issues.

All three guides ▓ The CPA's Guide to Web Commerce (Product No. 093004REV), The CPA's Guide to Information Security (Product No. 093003REV), and The CPA's Guide to Intranets (Product No. 093002REV) are available to AICPA members for $29.00 each and $39.00 for nonmembers. Also, The CPA's Guide to Web Commerce (Product No. 093007REV) and The CPA's Guide to Intranets (Product No. 093006REV) are available with an optional CD-ROM to AICPA members for $39.95 and $47.95 for nonmembers. To place an order, call the AICPA Order Department at (800) 862-4272 or fax to (800) 362-5066, or visit the AICPA Web site at www.aicpa.org and order from the online catalog.

The AICPA (www.aicpa.org) is the national professional organization of CPAs with more than 331,000 members in public practice, business and industry, government and education.

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