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# The Big Four The Curious Past And Perilous Future Of The Global Accounting Monopoly

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'The Big Four' will appeal  
to all those interested in  
the future of the  
profession--and of

capitalism itself.--Jane

Gleeson-White, Wall Street

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collectively larger than the Russian army and combined revenues of over \$130 billion a year, the Big Four accounting firms--Deloitte, PricewaterhouseCoopers, Ernst & Young, and KPMG--are a keystone of global commerce. But leading scholar Ian Gow and award-winning author Stuart Kells warn that a house of cards may be about ...

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Kells, Stuart, Gow, Ian D.:  
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Both colourful and  
authoritative, this account  
of the past, present and

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likely future of the Big  
Four is essential reading  
for anyone perplexed or  
fascinated by professional  
services, working in the  
industry, contemplating  
joining a professional  
services firm, or simply  
curious about the fate of  
the global economy.

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PricewaterhouseCoopers,  
Ernst & Young, and KPMG -  
are massively influential.  
Together, they earn more  
than US\$100 billion annually  
and employ almost one  
million people.

*Stuart Kells & Ian Gow | The  
Big Four*



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"Messrs. Gow and Kells have made an invaluable contribution, writing in an amused tone that nevertheless acknowledges the firms' immense power and the seriousness of their neglect of traditional responsibilities. 'The Big Four' will appeal to all those interested in the future of the profession--and...

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deliver , what it appears to  
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it should innovate moving  
forward."

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This account of the past, present, and likely future of the Big Four is essential reading for anyone perplexed or fascinated by professional services, working or considering working in the industry, or

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Dan A. Simunic and Gary C.  
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Review: January 2019, Vol.  
94, No. 1, pp. 353-356.

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?Across the globe, the so-  
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