

# Bookhouse Group Selected for BDO Seidman, LLP, Commemorative History

*Leading U.S. professional services organization preparing for 2010 centennial*

ATLANTA, Ga., June 1 (SEND2PRESS NEWSWIRE) – Corporate and organizational custom publishing expert Bookhouse Group ([bookhouse.net](http://bookhouse.net)) has the privilege of being selected as publisher for the one-hundred-year commemorative book of BDO Seidman, LLP ([bdo.com](http://bdo.com)), one of the nation's leading professional services organizations. The firm evaluated a group of competitive bids before choosing the twenty-year provider of museum quality history books to begin its project in June for delivery by September 2010.



“We are honored by BDO Seidman’s decision expressing its confidence in our qualifications,” said Bookhouse Group founder and custom-publishing expert Rob Levin, “Our role is to deliver a corporate history that ensures its centennial corporate observance will resonate, and not be limited to an isolated date or geography. This book is destined to become a treasured individual possession, fulfilling the intent of its commemorative investment.”

Organizations approaching watermark anniversaries, such as a 10-year, 25-year or 100-year increment often want to refresh their image, as well as recount their story and reinforce their vision. Creating a commemorative history book, complete with unique current photography and written content, not only creates a centerpiece for the observance, but supplies all the elements needed to update web site content, marketing collateral and other external communications.

The opportunity to integrate the history’s elements into a variety of multi-media formats not only extends its reach, but also deepens its marketing value, according to Levin.

For the history of BDO Seidman, Bookhouse commissioned writer Alan Axelrod, Ph.D., whose many business and history books, including several bestsellers, made him uniquely qualified for this project.

## **About Bookhouse Group**

For two decades, Bookhouse Group ([www.bookhouse.net](http://www.bookhouse.net)) has created showcase quality commemorative histories in classic art book format combining the

highest-grade content elements, including skilled writing, professional photography, and creative design with pre-press production, printing, handling and distribution. Bookhouse Group works with businesses, organizations, institutions and communities that have chosen a custom publishing project as both a statement of their purpose and an investment in their image, helping to establish and strengthen their legacy by creating an enduring work of art that will resonate timelessly and meaningfully.

Experts in the creation and production of superior quality organizational histories and corporate history books developed on schedule, on budget and to the client's expectations, Bookhouse Group is obsessed with closely managing its clients' projects to ensure a high-quality result. The Atlanta-based firm ensures that its clients' books will elicit pride and be delivered on budget and on schedule. Other current and past clients include: The American Cancer Society, Emory University, Harry & David in Oregon, Simmons Mattress, [Dallas Theater Center](#) in Texas, Atlanta Athletic Club, and Absopure Water Company in Michigan, and Waitsfield Telecom in Vermont.

For more information contact Rob Levin at [Rob@bookhouse.net](mailto:Rob@bookhouse.net) or call Rob at 404-885-9515, ext. 2.

#### **About BDO Seidman, LLP**

BDO Seidman, LLP is a national professional services firm providing assurance, tax, financial advisory and consulting services to a wide range of publicly traded and privately held companies. Guided by core values including, competence, honesty and integrity, professionalism, dedication, responsibility and accountability for almost 100 years, BDO has provided quality service and leadership through the active involvement of its most experienced and committed professionals.

BDO Seidman serves clients through 38 offices and more than 400 independent alliance firm locations nationwide. As a Member Firm of BDO International, BDO Seidman, LLP serves multi-national clients by leveraging a global network of 1,095 offices in 110 countries. BDO International is a worldwide network of public accounting firms, called BDO Member Firms. Each BDO Member Firm is an independent legal entity in its own country. The network is coordinated by BDO Global Coordination B.V., incorporated in The Netherlands, with its statutory seat in Eindhoven (trade register registration number 33205251) and with an office at Boulevard de la Woluwe 60, 1200 Brussels, Belgium, where the International Executive Office is located.

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