

## **1+1 = 3: A Field Study of LarsonAllen's Growth through Acquisition**

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The Big 4 aren't the only accounting firms to have experienced substantial growth through acquisition in the recent past. A momentum has also been building in the mid-sized public accounting firm market where growth through mergers and acquisitions has become a popular and necessary means of meeting clients' ever growing needs. This paper presents a field study of the growth and acquisition strategies and experiences of Larson, Allen & Weishair (LarsonAllen) in their evolution from a one location operation to a national Top 20 accounting firm with offices stretching nearly coast to coast. In doing so this research ties a relevant review of the accounting mergers and acquisition literature to LarsonAllen's experiences, drawing inferences and conclusions that will benefit mid-sized and small public accounting in their quest to keep up with changing times.