

# Rethinking accountancy is a cause whose time has come

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I took part in the launch seminar of [Rethinking Accountancy](#) on Tuesday. This is a spin-off from Rethinking Economics, funded by my old friends at the Joffe Trust.

This is the whole seminar:

<https://www.youtube.com/watch?v=wFsuk-IADV4>

I think the whole thing should be of interest to those who want to know why neoliberal accounting education is failing us so badly. My own bit starts at around 39 minutes in, where I offered some quite robust views. I also contributed to the Q&A.

I wish this initiative well.