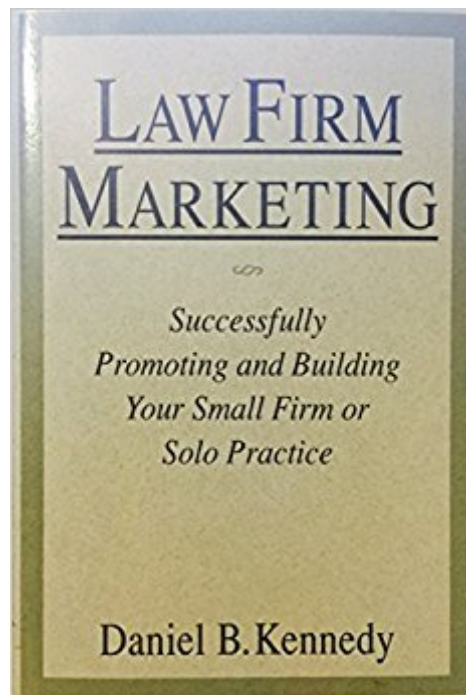




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# **Law Firm Marketing: Successfully Promoting And Building Your Small Firm Or Solo Practice**



## Synopsis

Lawyers are finding that they must become more adept at marketing and selling their services in order to survive in a crowded marketplace. Law Firm Marketing gives sole practitioners and partners in small firms the strategies and tactics for marketing their practice that they never learned in law school.

## Book Information

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## Customer Reviews

The legal profession has long eschewed traditional marketing and advertising techniques. An increasingly competitive market for legal services and a relaxation of the rules governing lawyer advertising have caused many in the profession to reevaluate the old attitudes toward selling their product. Law Firm Marketing offers guidance for those in small law practices who want to develop and implement a marketing strategy. Kennedy, a lawyer, stresses a practical, ethical, client-centered approach to getting and keeping business. He plugs total quality management techniques into the legal environment and offers a list of over 100 things to do to enhance business and make clients happy. He explains the American Bar Association's (ABA) Model Rules on Professional Conduct, which govern advertising, and adds the regulations of individual states whose rules go beyond those of the ABA. A solid, knowledgeable text; recommended especially for libraries serving the legal community. Joan Pedzich, Harris, Beach & Wilcox, Rochester, N.Y. Copyright 1994 Reed Business Information, Inc.

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