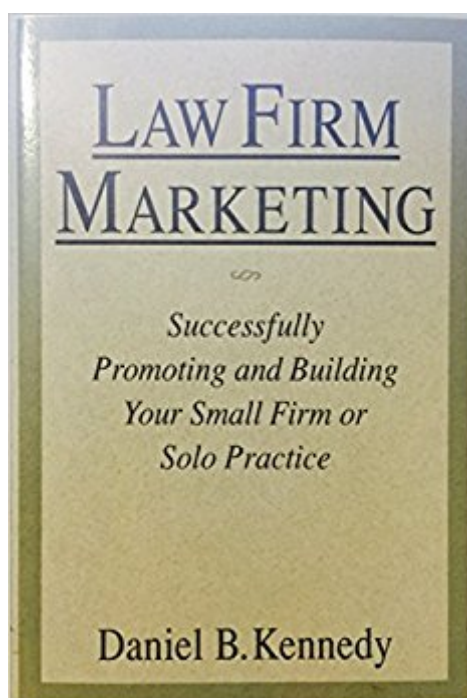


The book was found

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

Hardcover: 192 pages

Publisher: Irwin Professional Pub (May 1994)

Language: English

ISBN-10: 0786301953

ISBN-13: 978-0786301959

Product Dimensions: 1 x 6.5 x 9.2 inches

Shipping Weight: 1 pounds

Average Customer Review: 2.0 out of 5 stars 1 customer review

Best Sellers Rank: #5,330,177 in Books (See Top 100 in Books) #27 in Books > Law > Law Practice > Law Office Marketing & Advertising #361 in Books > Law > Law Practice > Law Office Education #87742 in Books > Business & Money > Economics

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.

Not recommended for checking out of the library, let alone buying. Ideas like "Provide

Refreshments" and go to sports and community events. Write a newsletter You get the idea. Go back to the search engine and select another book.

[Download to continue reading...](#)

Law Firm Marketing: Successfully Promoting and Building Your Small Firm or Solo Practice The New Colors of Law Firm Marketing: A Law Firm Marketing Coloring Book Renegade Lawyer Marketing: How Today's Solo and Small-Firm Lawyers Survive and Thrive in a World of Marketing Vultures, 800-Pound Gorillas, and LegalZoom Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) The Architect's Guide to Small Firm Management: Making Chaos Work for Your Small Firm Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Community/Public Health Nursing - E-Book: Promoting the Health of Populations (Community/Public Health Nursing: Promoting the Health of Populations) Minding Your Own Business: The Solo and Small Firm Lawyer's Guide to a Profitable Practice Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Start Your Own Law Practice: A Guide to All the Things They Don't Teach in Law School about Starting Your Own Firm (Open for Business) Marketing the Law Firm: Business Development Techniques (Law Office Management Series) Coaching Cross Country Successfully (Coaching Successfully Series) Coaching Volleyball Successfully (Coaching Successfully Series) Coaching Fastpitch Softball Successfully - 2nd Edition (Coaching Successfully Series) Coaching Baseball Successfully (Coaching Successfully Series) Coaching Girls' Soccer Successfully (Coaching Successfully)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)