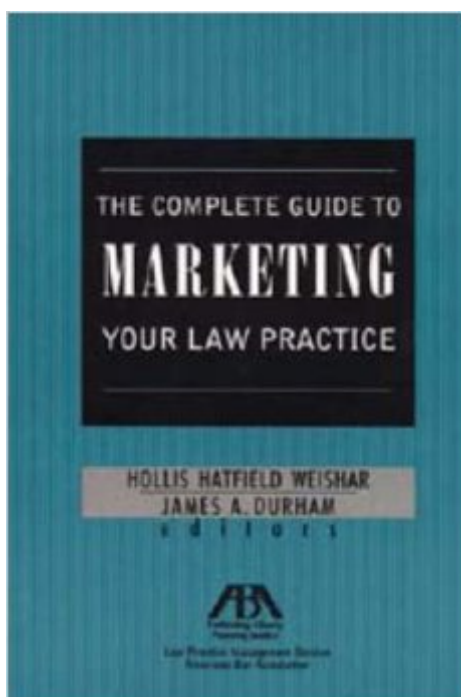


The book was found

The Complete Guide To Marketing Your Law Practice



Synopsis

A complete guide to marketing law firm or practice. Contains strategies and insights from the country's top legal marketers.

Book Information

Paperback: 229 pages

Publisher: American Bar Association (April 1, 2001)

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Average Customer Review: 4.7 out of 5 starsÂ Â See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #3,369,716 in Books (See Top 100 in Books) #23 inÂ Books > Law > Law

Practice > Law Office Marketing & Advertising #261 inÂ Books > Law > Law Practice > Law Office

Education #1478 inÂ Books > Law > Legal Education > Legal Profession

Customer Reviews

Overall this book had a lot of good points which I hope to incorporate into my practice. However, there is only one thirteen page chapter on how to market yourself if you are a solo or small firm. The majority of the rest of the bok is on how to market a larger firm. As a solo practioner I would have liked to have seen more information in regard to my situation.

It's a great book that every lawyer (partner or associate) should read and read again. No theory. Just real life stuff. And many many good ideas.

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