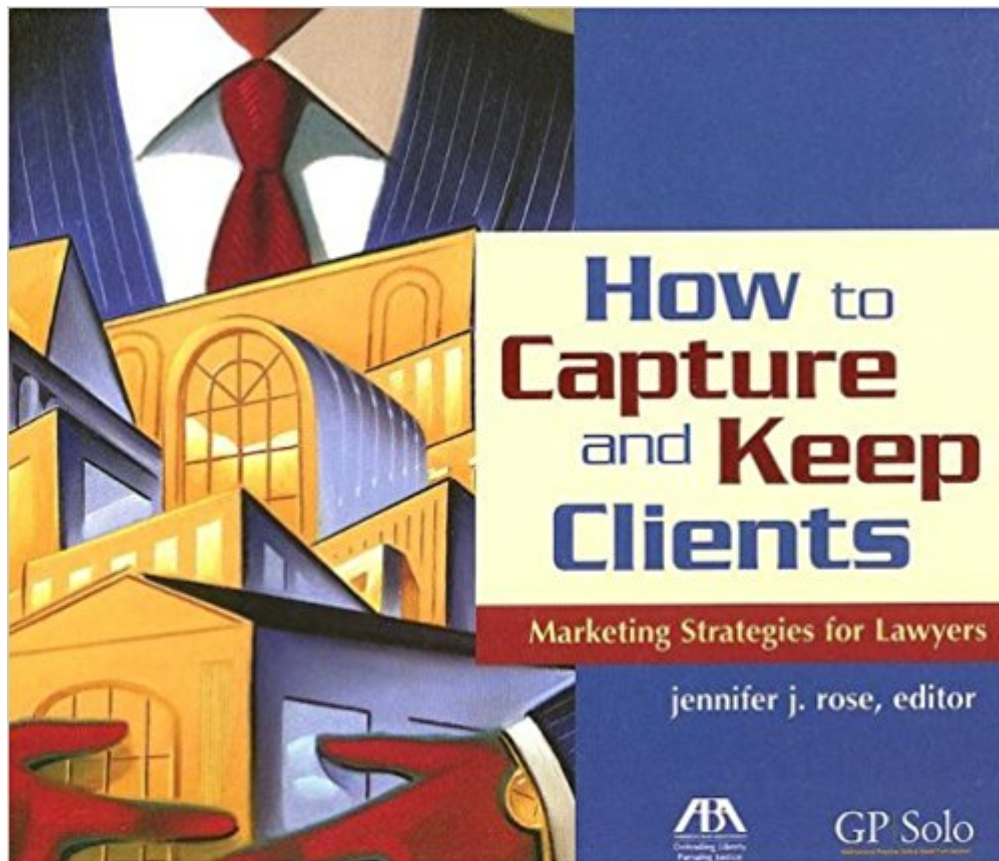




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How To Capture And Keep Clients: Marketing Strategies For Lawyers



Synopsis

In this new, in-depth book the best and most innovative solo and small firm lawyers give you their secrets, approaches and strategies to that age-old puzzle of growing your law firm. Through this wealth of savvy advice, you'll learn how to ask for business, attract and keep clients, partner with other lawyers, build a virtual law firm, use technology in client development, brand your law firm and much more.

Book Information

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Average Customer Review: 3.5 out of 5 starsÂ Â See all reviewsÂ (2 customer reviews)

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Customer Reviews

Short essays from a variety of sources provide diverse perspective, but actually there's a lot of redundancy among selections and essays lawyers may well have already seen. I'm afraid I can't recommend this book, as I believe it's way overpriced for the retread. And the introduction recommends reading the essays or sections "as needed" and mark up the book as a "workbook": problem is the landscape format makes it clumsy to handle in that way. This would have been better issued in a pocket-book format with margins or additional blank pages suitable for jotting notes & ideas as they occur to the reader.

Realistic, dont think so much to buy this book, just BUYYYYYY. I strongly recommend... when you finish to read it you will feel very confident about your practice

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