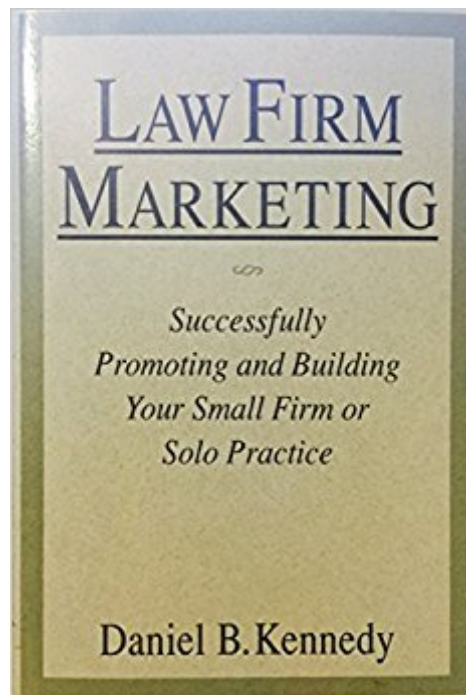




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Law Firm Marketing: Successfully Promoting And Building Your Small Firm Or Solo Practice



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

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

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