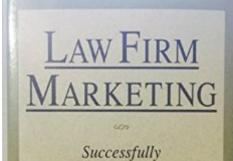
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# Law Firm Marketing: Successfully Promoting And Building Your Small Firm Or Solo Practice



Promoting and Building Your Small Firm or Solo Practice

Daniel B. Kennedy



## 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 Â See all reviews (1 customer review) Best Sellers Rank: #4,520,247 in Books (See Top 100 in Books) #25 in Books > Law > Law Practice > Law Office Marketing & Advertising #324 in Books > Law > Law Practice > Law Office Education #79695 in Books > Business & Money > Economics

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