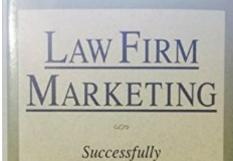
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Law Firm Marketing: Successfully Promoting And Building Your Small Firm Or Solo Practice



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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