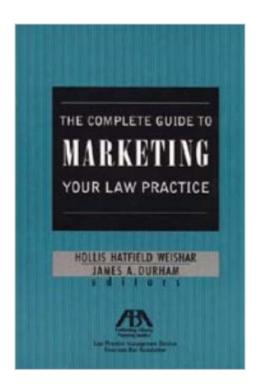
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# The Complete Guide To Marketing Your Law Practice





## 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) Language: English ISBN-10: 1570737401 ISBN-13: 978-1570737404 Product Dimensions: 7 x 0.6 x 9.8 inches Shipping Weight: 12 ounces Average Customer Review: 4.7 out of 5 stars Â See all reviews (3 customer reviews) Best Sellers Rank: #3,369,716 in Books (See Top 100 in Books) #23 in Books > Law > Law Practice > Law Office Marketing & Advertising #261 in Books > Law > Law Practice > Law Office Education #1478 in 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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