



A Practical Guide to Marketing for Lawyers (Paperback)

By Catherine Bailey, Jennet Ingram

Law Brief Publishing, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Now, more than ever before, law firms have to use marketing to compete for work. The rise of alternate business structures, and the growing number of mergers and acquisitions has led to the demise of the old-fashioned wait-until-the-business-comes-to-us approach. That s because these competitors, with their boardroom-devised strategies and enviable budgets, are adopting an aggressive stance when it comes to all-things marketing. As a result, a well documented marketing communications plan has become an essential part of a legal practice s everyday toolkit. Those lawyers lacking marketing expertise and operating with more modest funds can find the help they need in this practical guide book. It provides a comprehensive overview of each element of marketing communications from advertising and branding to social media and websites. Written in layman s terms, it s ideal for newcomers and seasoned marketers alike. ABOUT THE AUTHORS Catherine Bailey With a degree in marketing and over twenty years experience in strategic and operational marketing, including more than a dozen in the UK legal sector, Catherine fully understands the needs of law firms and can ensure they...



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