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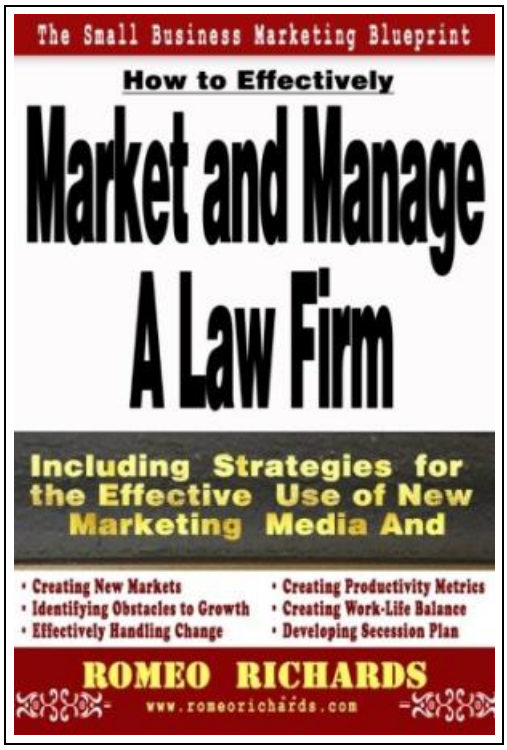

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Createspace, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.There is a difference between the profession of law and the business of law. The profession of law is the deliverables: defending a client in court; preparing legal briefs or seeing to contracts on behalf of clients. The business of law encompasses the deliverables as well as finance and marketing. Success in the profession of law will make you a good employee. But to succeed as the owner or a partner in a law firm requires a sound understanding of the business of law. This book teaches you how to succeed in the business of law. The core theme is how to attract and retain clients. Without clients, you do not have a business. But client attraction is a skill most lawyers lack. At the end of this book, you will no longer view client attraction as a chore to avoid. More importantly you will learn how to retain the clients you attract to your firm. Furthermore, you will learn a critical skill most lawyers lack - How to grow your firm. The large majority of law firms remain small for years because their owners and partners do not know how to grow their firm. This book will show you how to effectively manage your firm; attract new clients and grow exponentially.

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