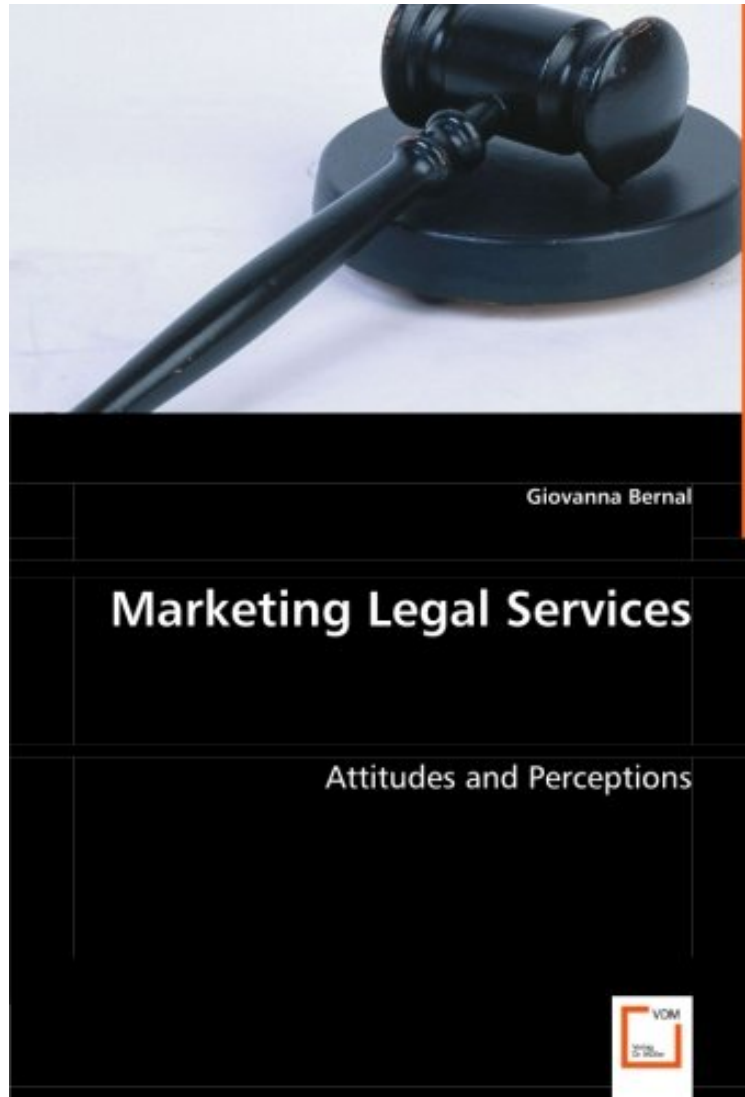


# Marketing Legal Services: Attitudes and Perceptions

*Giovanna Bernal*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

Bernal Giovanna 2008-05-14 2008-05-14 Original language: English PDF # 1 8.66 x .15 x 5.911, .23 #File Name: 383649412464 pages Marketing Legal Services | File size: 61.Mb

**Giovanna Bernal : Marketing Legal Services: Attitudes and Perceptions** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Legal Services: Attitudes and Perceptions:

The selection of an attorney is one of the most important decisions for many consumers and businesses and the large number of attorneys from which they may choose will often make the decision more difficult. This book examines the relationship of five research constructs: perceived trust, perceived usefulness, attitudes towards legal advertising,

attitudes toward the use of a lawyer and behavioral intention to use an attorney that advertises in different media types. Based on literature review and theory, a framework was developed. A quantitative survey was conducted in order to identify the relationship among constructs and to evaluate perceptions of legal advertising and their behavioral intention. The purpose of this work is to evaluate consumers perceptions and attitudes and to determine which type of legal advertisement have the greatest effect on consumers with different demographics.

About the Author Giovanna Bernal was born in Panama, in 1981. She has a Bachelor in Law and Political Sciences (Cum Laude) from Universidad Santa Maria La Antigua and pursued graduate studies obtaining a MBA at National Cheng Kung University, Taiwan. The author is a corporate lawyer currently working at TF Tax and Finance SA, providing business and legal services.