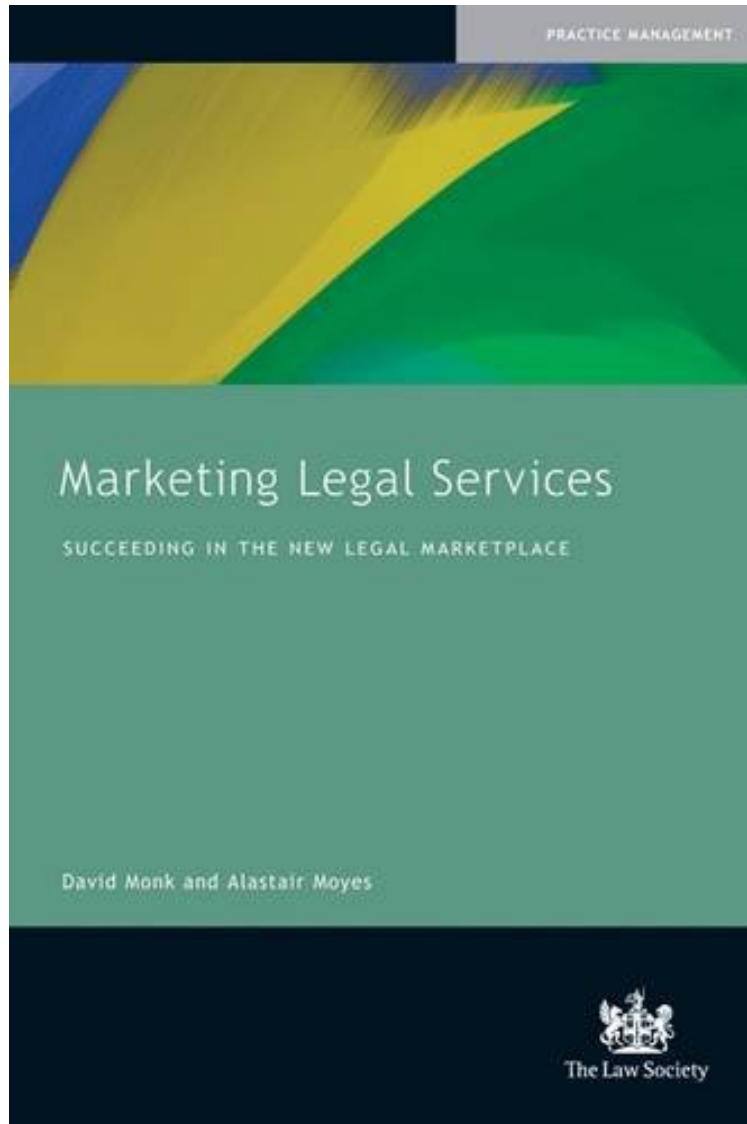


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Marketing Legal Services: Succeeding in the New Legal Marketplace

David Monk, Alastair Moyes
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David Monk, Alastair Moyes : Marketing Legal Services: Succeeding in the New Legal Marketplace before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Legal Services: Succeeding in the New Legal Marketplace:

'The most successful competitors of tomorrow will also enjoy strong reputations. All firms must examine and re-examine how best to promote what they do. For that reason I commend Marketing Legal Services. It not only explains the steps practices can take to maximise their marketing potential, but it does so in a quick and accessible way.' - From the Foreword by Andrew Holryod, President of the Law Society. Is your firm ready for the new legal marketplace? Alternative business structures, as enabled by the Legal Services Act, means that your practice will be able to compete with nationally recognised brands. Prepare your practice for the future with Marketing Legal Services. This highly practical and user-friendly book deals with the whole range of marketing topics, showing you how to: capitalize on the firm's key strengths; compete effectively with nationally trusted brands; develop your practice through marketing management; establish and develop your marketing database and use it to drive business; and increase and maximise profitability. The book includes a free CD-ROM with useful questionnaires, forms and checklists for easy customisation, saving you time and money. Case studies drawn from the authors' experience highlight good and bad practice and show how to incorporate marketing within your firm.

'As a profession we must welcome the latest publication from the Law Society as a tool to assist all practitioners in what for the foreseeable future will be a very difficult market for selling legal services - this is a 'must-read' for the marketing partners of high-street practices in the present climate.' Solicitors Journal
About the Author
David Monk is Managing Director of Marketlaw Ltd, and one of the UK's leading marketing and practice development consultants for solicitors. He has nearly twenty years' experience of practical and strategic marketing work with firms throughout the UK. In that time, he has worked with over 100 legal practices and developed an expertise in analysing and helping firms to meet their marketing and practice development needs.
Alastair Moyes MBA (Cass), ACIM, is a Director of Marketlaw Ltd, with particular expertise in publishing, the internet and management consultancy. He has worked extensively with professional service firms and is a regular contributor to the management section of the Law Society Gazette.