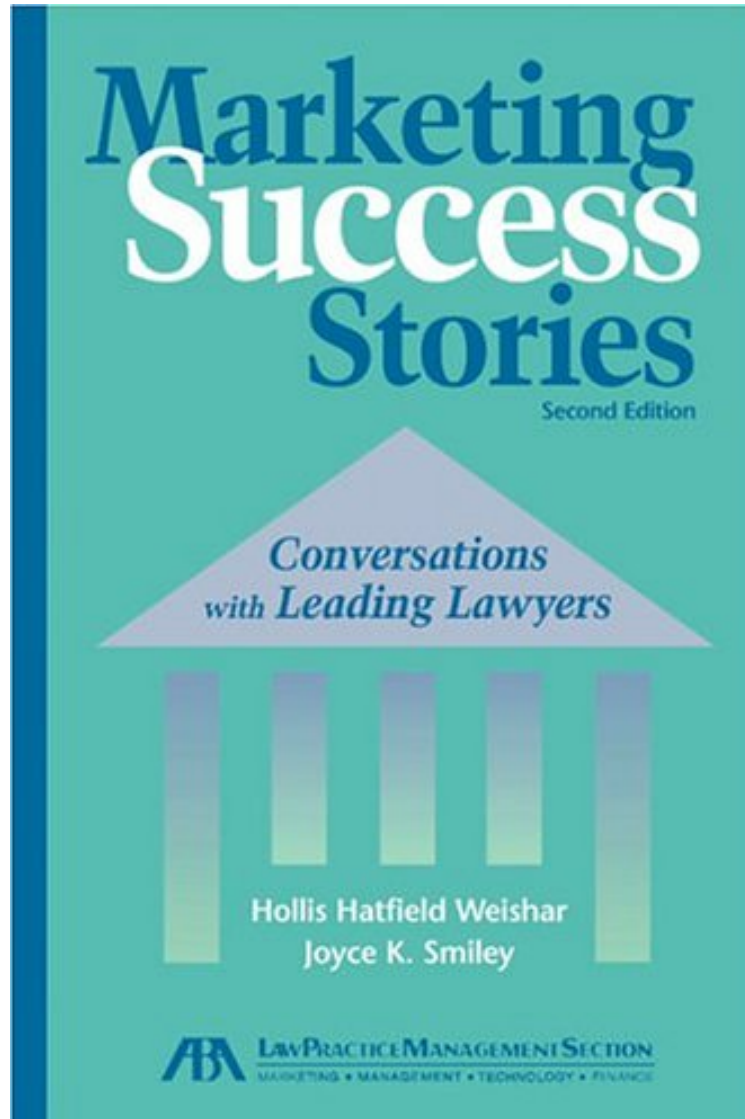


Marketing Success Stories: Conversations with Leading Lawyers

Joyce K. Smiley, Hollis Hatfield Weishar
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Joyce K. Smiley, Hollis Hatfield Weishar : Marketing Success Stories: Conversations with Leading Lawyers before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Success Stories: Conversations with Leading Lawyers:

0 of 0 people found the following review helpful. Practical advice By F. A. S. Many books have been written about marketing for lawyers, and all seem to follow the same thread - network, write articles, give speeches, etc. This book tells the stories of a number of lawyers who have "made it." As usual, there is no one-size-fits-all approach, but for me, it was refreshing to see what other lawyers had done and what their point of view about growing a law firm was.

This practice building resource is a collection of anecdotes on successful and creative marketing techniques used in a variety of practice settings.