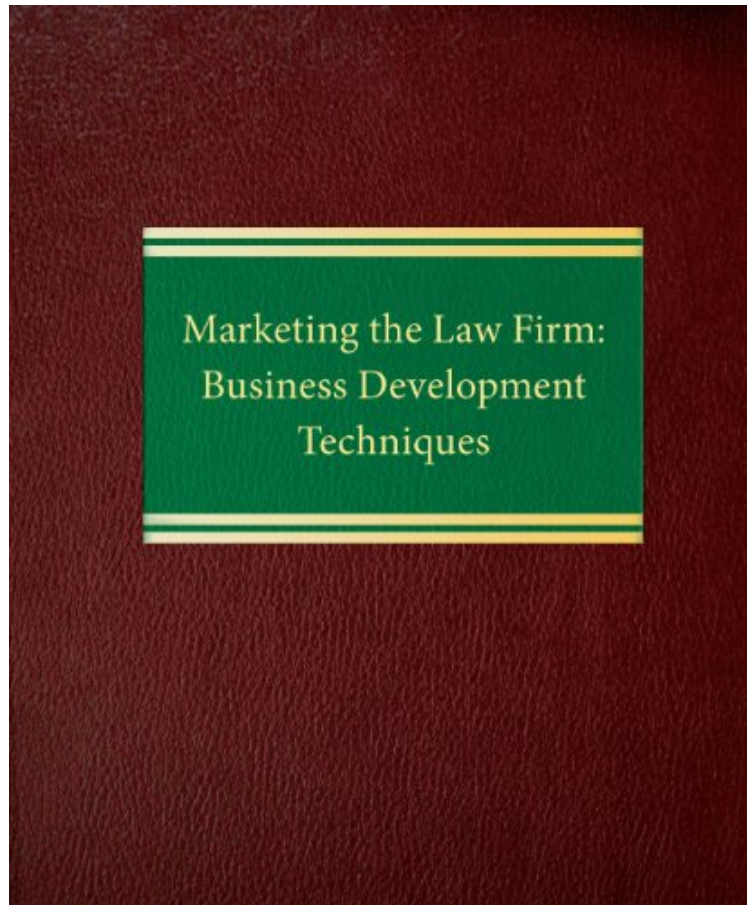


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Marketing the Law Firm: Business Development Techniques (Law Office Management Series)

Sally J. Schmidt

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Sally Schmidt's book, Marketing the Law Firm: Business Development Techniques, is a bible, a must-read, and a springboard to law firm marketing for any new or seasoned marketing professional. Its frequent updates are easy to insert and the range of information is nearly exhaustive. Rita Menz, former Director of Client Relations, Patterson,

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