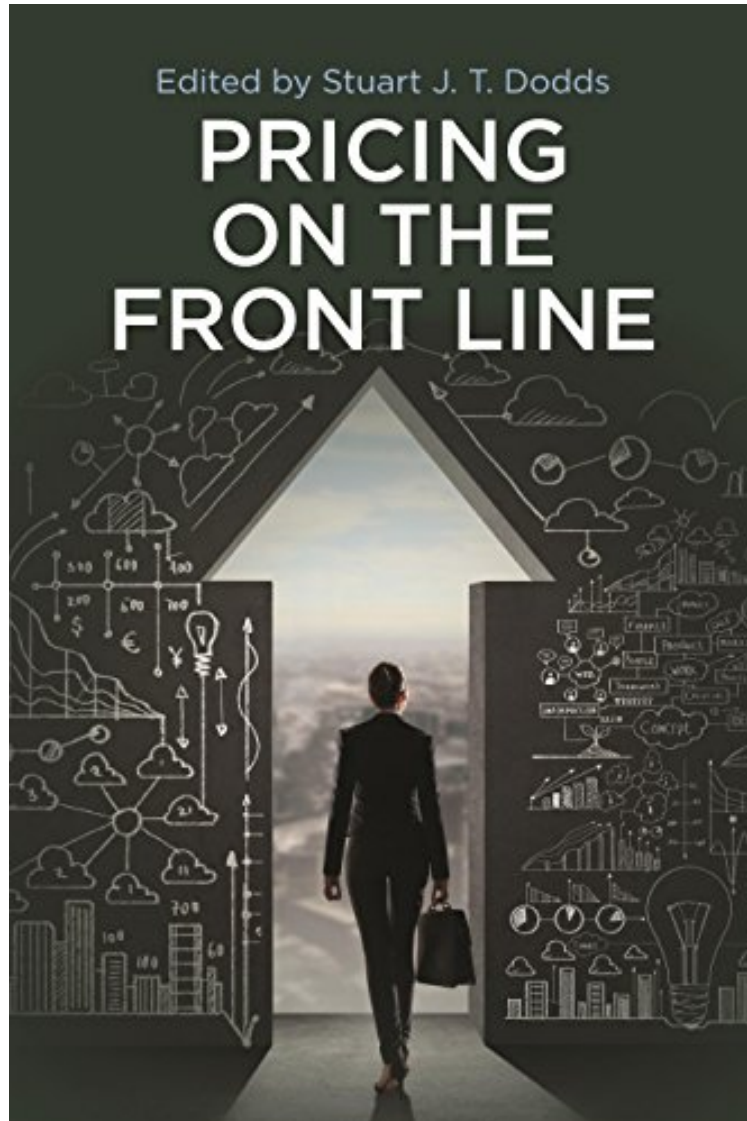


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Pricing on the Front Line

Stuart J T Dodds

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Pricing on the Front Line addresses the key challenges and opportunities encountered by professionals whose jobs have them working in a legal pricing capacitywhether within a law firm or a law department. A key component of this book is the contributions of a variety of leading experts in the legal pricing management field, providing an array of

"in the trenches" perspectives that further enhance the editor's fourstep prescriptive approach first introduced in Smarter Pricing, Smarter Profit. Topics include: How to set up a pricing function How best to tailor the pricing function to a law firm's (or law department/organization's) size, culture, and practice area The challenges around gaining buy-in and changing behavior within a law firm The challenges around defining and demonstrating value, and how best to measure its impact