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## Marketing the Legal Mind: Turning New Perspectives into Powerful Opportunities (Hardback)

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By Henry Dahut

Lawyers Marketing Group, United States, 2004. Hardback. Book Condition: New. Revised ed.. 234 x 160 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Within a span of less than a decade, more than twelve of the nation's largest law firms, those with more than 1,000 partners between them had completely vanished. The decline and ultimate failure of these firms were not only attributable to a crisis in market conditions, it was also attributable to a crisis in firm leadership, values and brand identity. Supported by more than one hundred candid interviews with top law partners across the United States, this 2014 best-selling law practice management book reveals how law firms can become marketing giants by learning a new conceptual foundation behind professional service marketing and value driven branding. This book promises to unlock revenue potential, bring marketing goals into focus and bolster confidence for law firms of all sizes. This book teaches us that no matter how hard a firm tries to create a compelling brand, it will ultimately fail unless the brand is a truthful and inspired statement of the firm's true character, capabilities and values. Firms with illusory brands will find it increasingly...



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