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Best Practices in Law Firm Business Development and Marketing

by Deborah B. Farone

Best Practices in Law Firm Business Development and Marketing is a unique resource for law firm leaders, practicing lawyers, legal marketers, consultants and educators who want to uncover the best marketing practices in the legal profession. Culled from over sixty interviews with law firm leaders, chief marketing officers, and legal innovation visionaries, this book provides actionable advice and real-world thinking. Each chapter is filled with information that can be scaled to apply to a large international law firm or a single-person law practice.

Featured in the book are perspectives from professionals at a myriad of law firms, associations and consulting firms, including the ABA, Allen & Overy, the *American Lawyer*, CLOC, Debevoise & Plimpton, Dechert, GlaxoSmithKline, Gunderson Dettmer, Proskauer, Macfarlanes, Orrick, Skadden, Weil, Wilkinson Walsh + Eskovitz, and many others.

Included in the book are special “Think Pieces” bylined by some of the country’s leading experts in legal marketing: Bonnie Ciaramella, Ciaramella & Co.; Timothy Corcoran, Corcoran Consulting Group; Silvia L. Coulter, LawVision; Jamie Diaferia and Andrew Longstreth, Infinite Global; Norm Rubenstein, Zeughauser Group; Jennifer Scalzi, Calibrate Legal; Kevin O’Keefe, LexBlog; David Perla, Burford Capital; and Sanjay Kamlani, 1991 Group.

About the Author

Deborah Brightman Farone has served as chief marketing officer at two of the world’s most successful law firms, Cravath, Swaine & Moore LLP and Debevoise & Plimpton LLP. At both firms, she built and led their marketing communications and business development departments. Farone has also held positions as a marketing specialist at two global advisory firms, Willis Towers Watson and Ketchum, Inc.

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In 2017, she launched her own consulting practice, Farone Advisors LLC, www.deborahfarone.com, where she advises law and other professional service firms on business strategy and marketing. Farone was nominated by her peers as the first recipient of the Legal Marketing Association's Legacy Award in recognition of her contribution to the profession. She has lectured throughout North America and in Europe and has served on the adjunct faculty of New York University.

Testimonials

“From her years of marketing leading firms in the always-evolving environment for legal services, Deborah Farone knows what works best in today's modern law firm and she now shares that knowledge in this indispensable book.”

—C. Allen Parker, General Counsel of
Wells Fargo & Company

“Deborah Farone is the leading expert in law firm marketing. Not only has she studied this complex topic from at the peak of the legal profession, her research into what works and what doesn't is priceless for anyone interested in growing their business.”

—Heidi K. Gardner, PhD, Distinguished Fellow at
Harvard Law School's Center on the Legal Profession

“Deborah Farone has a unique perspective on the modern American law firm. Her years of experience inside 'big law' make her an invaluable source for those who provide and consume legal services.”

—Evan R. Chesler, Chairman,
Cravath, Swaine & Moore LLP

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