



## The Business of Law: Strategies for Success

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# The Business of Law: Strategies for Success

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The title is about contributing to the growth of a firm – since growth means higher profits, and everyone can both contribute to and benefit from this – rather than on law firm management. It is a pragmatic guide rather than an attempt at crystal ball gazing, and examines issues ranging from the impact of the financial crisis on law firm to marketing and PR, the challenge of internationalisation, how to grow a law firm and governance. The book features chapters from leading international practitioners and experts, including Stephen Denyer from Allen & Overy, Professor Carole Silver from Indiana University Maurer School of Law and Sean Twomey from Norton Rose.

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