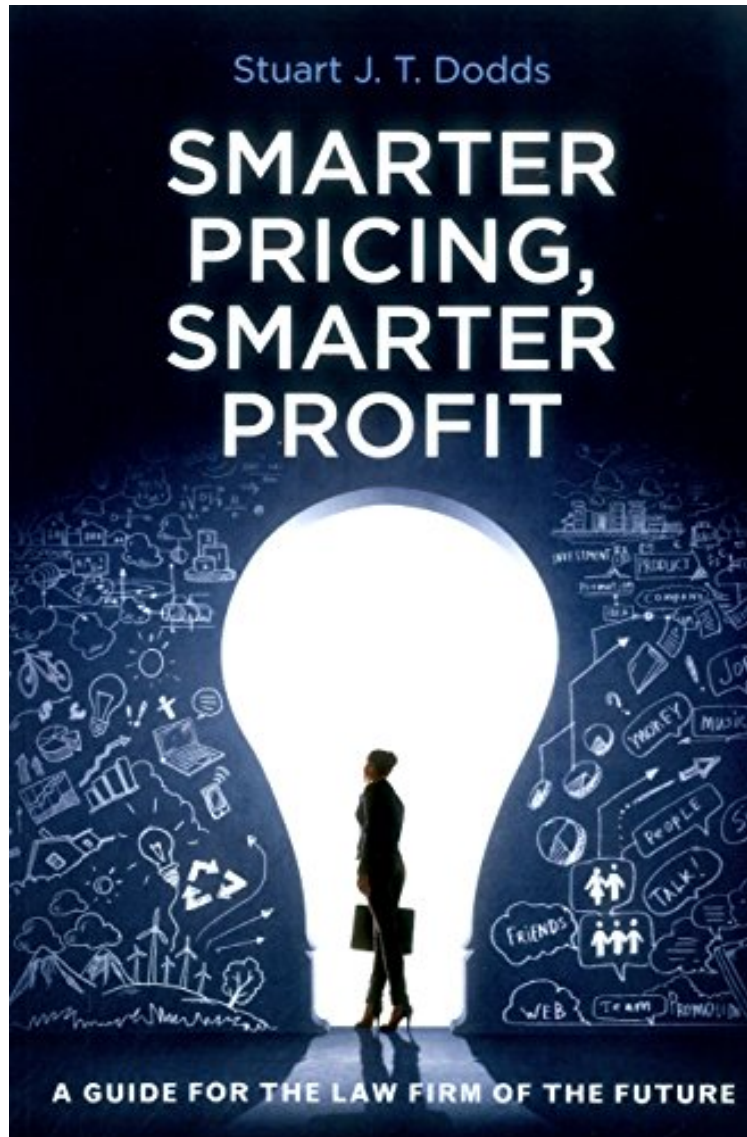


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Smarter Pricing, Smarter Profit: A Guide for the Law Firm of the Future

Stuart J T Dodds

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Stuart J T Dodds : Smarter Pricing, Smarter Profit: A Guide for the Law Firm of the Future before purchasing it in order to gage whether or not it would be worth my time, and all praised Smarter Pricing, Smarter Profit: A Guide for the Law Firm of the Future:

Smarter Pricing, Smarter Profit seeks to provide you with an easy-to-read "roadmap" that guides you through the steps to improving your law firm's existing pricing and legal project management capability, and also to the overall profit contribution made in this ever changing legal environment. It addresses the full commercial spectrum of winning and engagement through to its successful completion, from the initial setting of price, to client negotiation, delivery of services and review of performance. This one-of-a-kind resource is centered around the author's "Set-Get-Manage-Review" framework which has successfully been implemented within two major international law firms to date. But what makes this book so unique is the author has been (and continues to be) at the forefront of legal pricing and legal project management initiatives and was one of the first specialist "Pricing Directors" hired to support a major law firm. This is the first book of its kind to provide a comprehensive, structured, and clear approach to addressing the increasingly complex pricing and delivery challenges faced within legal services. It is essential reading for anyone tasked with ensuring law firm profitability to understand what actions they and their colleagues can pragmatically take to help assess, management and enhance overall profitability within their respective organizations.

About the Author Stuart J T Dodds is Baker McKenzie's Director of Global Pricing and Legal Project Management. He is responsible for the development of Baker McKenzie's global pricing and legal project management strategy and provides targeted pricing, negotiation and project management support to partners and client facing colleagues across their 75 offices worldwide. Prior to joining the Firm, Stuart conducted a similar role at Linklaters for over 3 years, and has also worked as a Management Consultant for 17 years (including Accenture for 14 years) in a fee earning capacity, in a variety of strategy, supply chain and procurement-facing roles and across many industry sectors. Stuart is an accredited Certified Pricing Professional (the highest pricing qualification, held by only 300 people worldwide) is a certified Lean Six Sigma Yellow Belt, and is a member of the Professional Pricing Society and Project Management Institute. He also sits on a number of industry related advisory bodies, including ILTA and the LMA. He is a frequent speaker at conferences, and has been extensively quoted in pricing and project management journals.