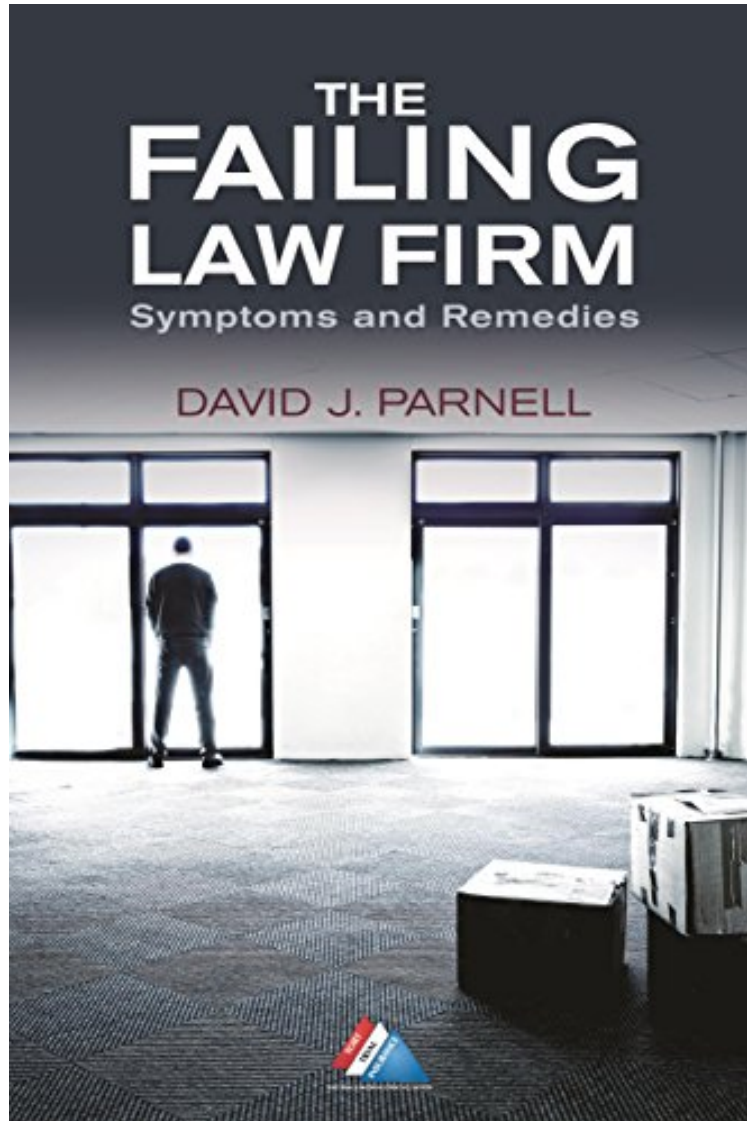


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The Failing Law Firm: Symptoms and Remedies

David J. Parnell

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David J. Parnell : The Failing Law Firm: Symptoms and Remedies before purchasing it in order to gage whether or not it would be worth my time, and all praised The Failing Law Firm: Symptoms and Remedies:

As institutions, firms face different, and in some cases, more intense structural challenges than most-if-not-all others. They are not held to the same standards of transparency, financial hygiene, and infrastructural-sterility as their

publicly-traded clients. Leadership and management can all too easily be unprepared for their incumbency and overwhelmed by double duties. The firm's product is highly mobile and prone to flight during even minimal financial dips. *The Failing Law Firm* was initially written with the purpose of illuminating the symptoms of a struggling firm. After some research and contemplation, the author came to understand that by the time most symptoms revealed themselves, it is often too late for the attorney, management, or leadership to do something about them. This deeper understanding provides readers with a tool that is geared more toward predicting destabilization, rather than just defining it once it is happening.

About the Author David J. Parnellis the founder and principal of True North Partner Management, a Manhattan, NY-based legal recruiting and coaching boutique that helps BigLaw partners switch to the right law firm. Mr. Parnell is also an author (ABA and Ark Group publishing), speaker, and *Forbes* and *American Lawyer* Media columnist. He has previously worked in-house with the likes of Intel, Xircom, and DreamWorks SKG. Along with his columns, you can find Mr. Parnell's work referenced in the likes of *Inc.*, *The American Lawyer*, *Huffington Post*, *Venture Capital Post*, *Fox News Magazine*, *Lawyerist*, *Australasian Lawyer*, *NBC News*, *The National Law Journal*, *Law360*, *Bloomberg*, *Legal Business World*, *The Global Legal Post*, *Business Insider*, *NZ Lawyer*, *ABA Journal*, and *The Bleacher Report*, among others. You can learn more about his boutique at truenorth.legal or contact him directly at dparnell@truenorth.legal.