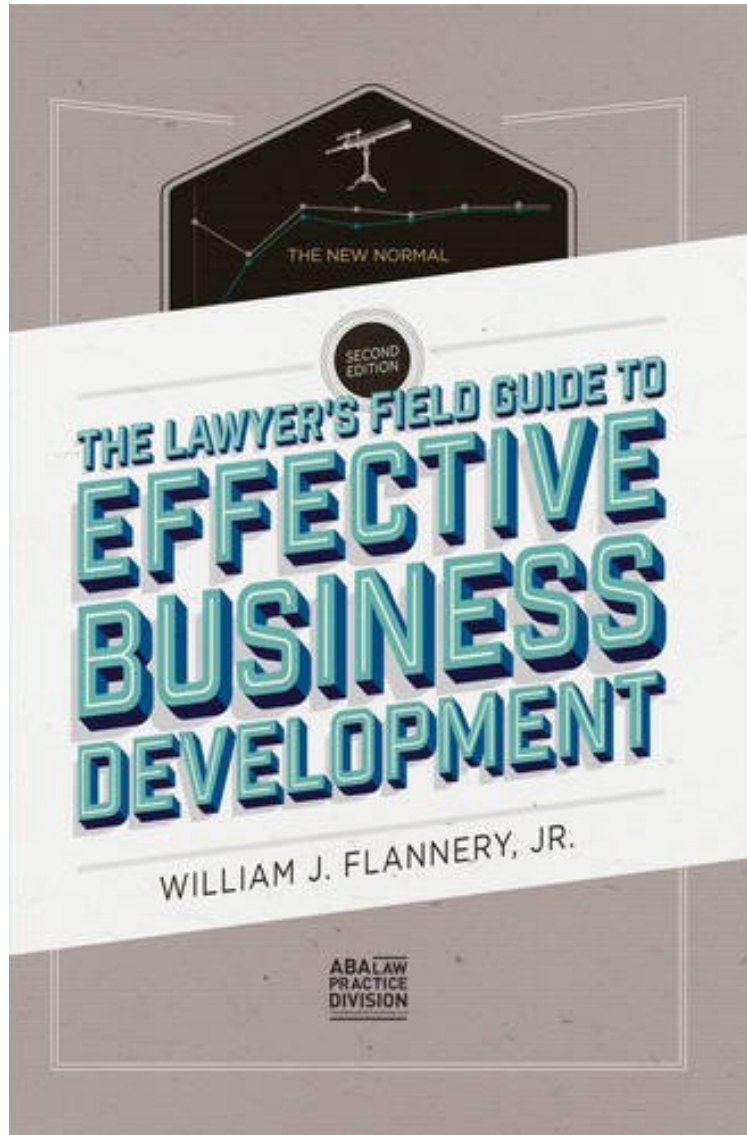


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## The Lawyer's Field Guide to Effective Business Development

*William J. Flannery Jr.*

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**William J. Flannery Jr. : The Lawyer's Field Guide to Effective Business Development** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Lawyer's Field Guide to Effective Business Development:

Business growth and client relationship management are two key components to a thriving law practice. In The

Lawyers Field Guide to Effective Business Development, Second Edition, Flannery proves that any lawyer can be effective as a client relationship manager and advocate. This practical guide shares detailed and sensible tactics for winning and retaining long-term, profitable clients in an increasingly competitive and changing legal market. What has changed since the first edition is not the message, but the market. Since the Great Recession, businesses have adapted the ways they purchase legal services and firms have changed the way they compete for work. Through the knowledge and skills shared in this book combined with a little courage and diligence, any lawyer will be prepared to not just survive this new normal, but succeed. The Field Guide is designed for seasoned lawyers who want to refine and polish their business development skills, as well as younger lawyers who have set their sights on designing successful and profitable careers as trusted advisors. Keep this guide on hand this advice may come in handy just when you need a boost.

About the Author William J. Flannery is the President of The WJF Institute, headquartered in Austin, Texas. The Institute's primary focus is business development, client development, client relationship management, law firm marketing and marketing support programs. The WJF Institute also trains lawyers and provides related consulting services in substantive legal skills, law firm management and leadership. From 1988 to 2006, The WJF Institute has conducted intensive, small group training sessions for over 10,000 lawyers all over the world. Bill graduated from the University of Maryland at College Park, MD in 1967. He started his career in 1966 at the Department of Justice as an instructor. He later joined the Johns-Manville Corporation in their Washington, DC office. In 1969, he joined the IBM Corporation in Washington, DC. While at IBM, he attended the University of Baltimore Law School and obtained his Juris Doctorate in 1973. He also attended the IBM/Harvard Advanced Business Executive Education Institute. His IBM career included assignments in marketing training, product marketing, large account marketing, corporate marketing planning, large system management, IBM corporate executive briefing program, corporate strategic planning, finance, litigation management, personal computer product development and technology for the legal profession. He left IBM in 1988 and founded The WJF Institute. Bill has published numerous articles on business development, marketing, technology and law firm management in law journals and legal publications. He is a frequent speaker at LMA and various legal conferences, marketing and business development forums, panels and various international law firm consortiums.