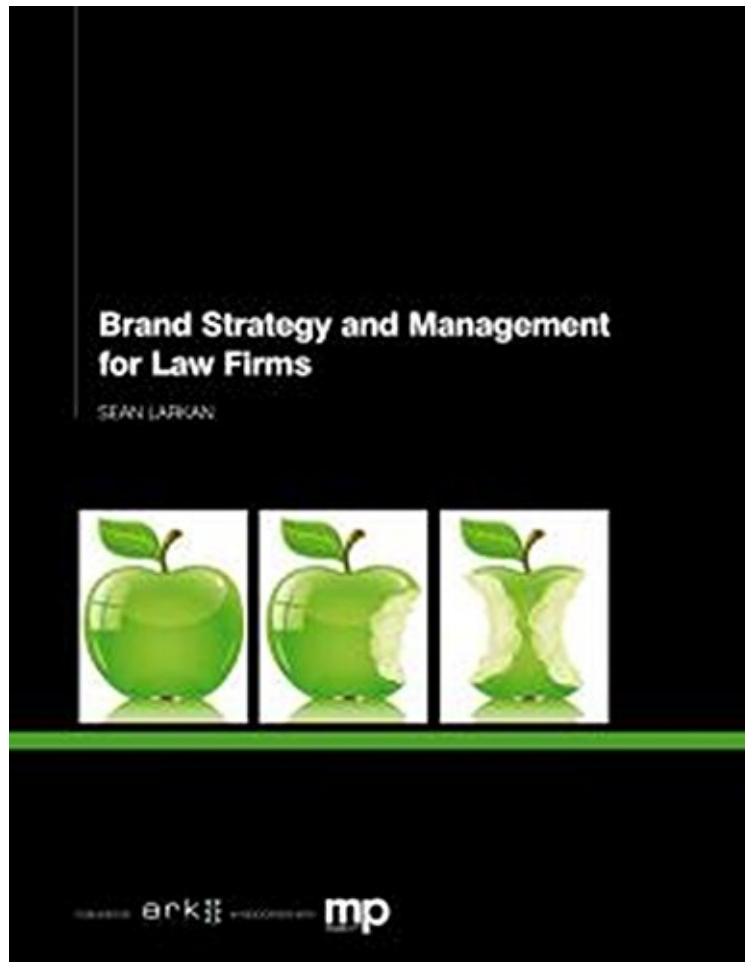


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Brand Strategy and Management for Law Firms: Case studies, practical tools, and expert advice a comprehensive framework and guidelines (English Edition)

Von Sean Larkan

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Von Sean Larkan : Brand Strategy and Management for Law Firms: Case studies, practical tools, and expert advice a comprehensive framework and guidelines (English Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Brand Strategy and Management for Law Firms: Case studies, practical tools, and expert advice a comprehensive framework and guidelines (English Edition):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Aiming for even greater success...Von Phillip Taylor MBEAIMING FOR EVEN GREATER SUCCESS IN THE LAW? HERES BEST ADVICE ON DEVELOPING YOUR LAW PRACTICE AS A BRANDAn appreciation by Phillip

Taylor MBE and Elizabeth Taylor of Richmond Green Chambers Think of a celebrity and you're thinking about a brand. Think of a successful company or indeed law firm, and equally, you are contemplating a brand. There are any number of marketing and PR guidebooks about brands and branding, but this new publication from Ark, as its title indicates, is specifically about branding and brand strategy for law firms. If you run a law firm, with the aim of making it even more successful, this book can help you on your way. As the author Sean Larkan comments in the executive summary, 'Brand permeates everything. How a firm's brand is viewed by existing and potential clients and other influencers determines a firm's success or failure' As he points out, this book, presented in the format of a management report, covers all the pertinent aspects of branding within a simple, clear and practical framework. Reassuringly for lawyers, the book is not aimed at marketing gurus, or brand managers, which most law practices don't have anyway. The author's objective is to advise senior management of law firms, including partners as well as staff in order to enhance understanding of brand and its significance in building the success of a law practice. The author's approach to brand is, in the tradition of most Ark publications, thorough, systematic and practical. To help the interested lawyer in developing, implementing and sustaining brand strategy, Larkan an acknowledged expert in this field -- starts with the fundamentals, including what brand is and what it is not. He then goes on to discuss brand strategy and introduces the concept of brand fusion, (where basically, what you see is what you get) thereby highlighting the importance of communication, education and consistency. All this and a wide range of related issues focus on the branding of the actual firm's employment brand and the branding of key individuals within it. Also, of immediate relevance to law firms is the advice on brand and strategic communication, including online digital communication (good advice on the aesthetics of websites here) and other digital media. In line with its practical approach, the book is easy to navigate. There's a detailed table of contents, a useful index, at the back, plus any number of suggestions for further research at the end of most chapters in the form of bibliographical references and websites. In fact, if this book were a brand, clarity, readability and accessibility would rank high among its major benefits. If you are involved in any way with the business development of your law practice, including marketing, this book offers the advice you need to help you formulate and organize a coherent, efficient and potentially profitable brand strategy.

Kurzbeschreibung An effective brand strategy that is clearly understood and supported throughout your firm is crucial if you want to attract and retain profitable clients and sustain a talented workforce. *Managing Partners Brand Strategy and Management for Law Firms* report provides a comprehensive framework and guidelines for developing a brand strategy tailored to your firm. Packed with key concepts, practical tools, tips and advice this report will give you an understanding of brand and how it can be developed and strengthened as your firm's most invaluable asset. Specifically, this report will help you to: Understand the key elements of personal brands, firm brand, and the employment brand and how they relate to each other; Align your brand strategy with your overall firm strategy, vision and values; Realise the importance of brand names, icons or logos, design and aesthetics; Understand the key brand considerations when using online channels websites, blogs, LinkedIn, Twitter and Facebook; Create a customised brand stress-test and make improvements to strengthen your firm's brand accordingly and ensure its success; Get partners and staff on board to support and grow your brand; and Avoid brand mistakes and overcome the common challenges including recommended steps for managing your brand before, during and following a merger. *Brand Strategy and Management for Law Firms* features insightful case studies, examples and expert contributions from the likes of Norton Rose South Africa, DLA Phillips Fox, Lex Mundi, Lex Africa and more. They reveal practical tips, lessons learned and mistakes made that will prove invaluable in the development and management of your own brand strategy.

Pressestimmen **BOOK REVIEW BRAND STRATEGY AND MANAGEMENT FOR LAW FIRMS** By Sean Larkan The Ark Group ISBN: 978 1 908640 53 6 (hard copy) www.managingpartner.com **AIMING FOR EVEN GREATER SUCCESS IN THE LAW? HERE'S BEST ADVICE ON DEVELOPING YOUR LAW PRACTICE AS A BRAND** An appreciation by Phillip Taylor MBE and Elizabeth Taylor of Richmond Green Chambers Think of a celebrity and you're thinking about a brand. Think of a successful company or indeed law firm, and equally, you are contemplating a brand. There are any number of marketing and PR guidebooks about brands and branding, but this new publication from Ark, as its title indicates, is specifically about branding and brand strategy for law firms. If you run a law firm, with the aim of making it even more successful, this book can help you on your way. As the author Sean Larkan comments in the executive summary, 'Brand permeates everything - How a firm's brand is viewed by existing and potential clients and other influencers determines a firm's success or failure' As he points out, this book, presented in the format of a management report, covers all the pertinent aspects of branding within a simple, clear and practical framework'. Reassuringly for lawyers, the book is not aimed at marketing gurus, or brand managers, which most law practices don't have anyway. The author's objective is to advise senior management of law firms, including partners as well as staff in order to enhance understanding of brand and its significance in building the success of a law practice. The author's approach to brand is, in the tradition of most Ark publications, thorough, systematic and practical. To help the interested lawyer in developing, implementing and sustaining brand strategy, Larkan - an

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