1. Record Nr. UNINA9911009229703321 Autore Poll Edward Titolo Attorney and Law Firm Guide to the Business of Law: Planning and Operating for Survival and Growth, Third Edition Pubbl/distr/stampa La Vergne: .: American Bar Association, . 2015 ©2015 **ISBN** 9781627223522 1627223525 Edizione [1st ed.] Descrizione fisica 1 online resource (405 pages) Soggetti Law firms Marketing Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Cover Page -- Title Page -- Copyright -- Dedication -- Contents --Nota di contenuto Foreword -- Preface -- Acknowledgments -- About the Author --About the Contributors -- Part I: Creating the Business Plan --Chapter 1 -- Law Is a Business --§ 1.01 Law Is a Business --1.02 The Three Competencies --§ 1.02.1 Marketing Competence § 1.02.2 Technical Competence --§ 1.02.3 Financial Competence --§ 1.03 Warning Signs --§ 1.04 Why Plan? --1.05 Action Plan -- Chapter 2 -- First Steps in Starting a New Practice: Initial Checklist --§ 2.01 Skills for Success --§ 2.01.1 Strengths of the Entrepreneur --§ 2.01.2 Weaknesses of the Entrepreneur --§ 2.02 Initial Checklist: Starting a New Practice --§ 2.03 Initial Checklist: Making a Lateral Move --§ 2.03.1 Make a Considered Decision --§ 2.03.2 Review the Existing Partnership Agreement Edward Poll's 'Attorney and Law Firm Guide to the Business of Law' Sommario/riassunto offers comprehensive guidance on the business side of running a legal practice. The book emphasizes the importance of planning and operating for survival and growth, providing practical strategies for creating business plans, marketing, financial management, and client

relations. It is designed for solo practitioners and small law firms,

aiming to enhance their business acumen. The author, with a background in law and business, focuses on building competencies in marketing, technical skills, and financial management. The book serves as an educational resource, guiding legal professionals in effectively managing and growing their practices.

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