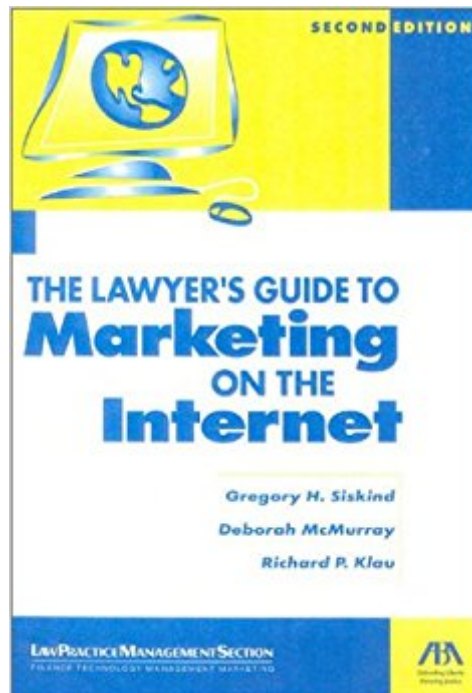


The book was found

The Lawyer's Guide To Marketing On The Internet



Synopsis

This book shows how to effectively, and efficiently, market a law practice on the Internet.

Book Information

Series: Lawyer's Guide to Marketing on the Internet

Paperback: 268 pages

Publisher: American Bar Association; 2nd Edition edition (June 19, 2003)

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Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #5,215,844 in Books (See Top 100 in Books) #26 in Books > Law > Law Practice > Law Office Marketing & Advertising #357 in Books > Law > Law Practice > Law Office Education #1455 in Books > Textbooks > Law > Legal Reference

Customer Reviews

I like it, but it isn't all that thick- I would try to obtain it in the 15-20 dollar range if you can. There are enough specifics to make it worthwhile but I am sure you would feel better about owning it if you extract a better price than I did (around \$30 not counting shipping and handling.) They didn't have this at my library and I was curious.

Now in a thoroughly updated second edition, The Lawyer's Guide To Marketing on the Internet is a practical introduction to getting the most out of the Internet, and collaboratively written by Gregory H. Siskind, Deborah McMurray, Richard P. Klau for professional attorneys. Individual chapters address designing a professional web site, ethical issues online, developing an internet marketing plan, optimum use of e-mail, and a great deal more. Highly recommended for lawyers and paralegals everywhere, The Lawyer's Guide To Marketing On The Internet is an indispensable guide for making the most out of internet opportunities as affecting the development of a successful legal practice.

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