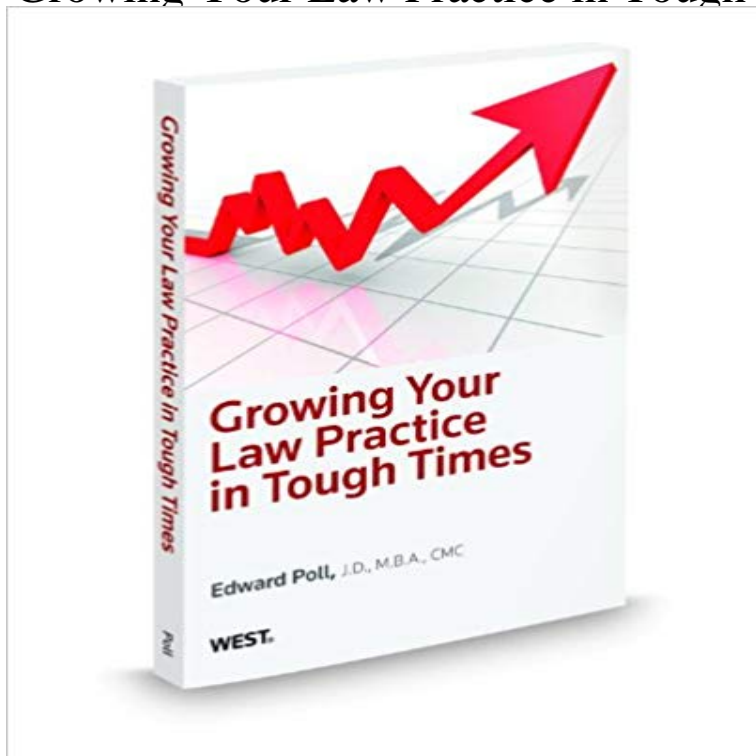


Growing Your Law Practice in Tough Times



This book helps law firms respond to and adapt to the challenges of recent economic changes. It covers topics aimed at choosing the kind of law practice they will be; marketing and business development tactics; how to price, bill and collect for services and figure overhead; and how to manage the cash flow cycle. This book helps in identifying and capturing the right kinds of clients, providing the services those clients need in ways that add value, and ensuring prompt payment and the ability to grow profits.

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