



# The Lawyer's Field Guide to Effective Business Development

*William J. Flannery Jr.*

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

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