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Through the Client's Eyes: New Approaches to Get Clients to Hire You Again and Again, Third Edition

By Henry W. Ewalt and Andrew W. Ewalt

CHICAGO, April 30, 2008 – This updated edition of the two-time bestseller *Through the Client's Eyes* is for every lawyer who has struggled with the love-hate traits inherent in the practice of law. Used as a comprehensive guidebook, *Through the Client's Eyes* will teach readers how to better cultivate their existing client relationships without compromising their own interests—and increase their bottom line.

Substantively expanded to address distinct issues for law firms, solos, government lawyers, and corporate counsel, the detailed table of contents directs readers to the topics most pertinent to their practice: from billing to forming alliances to enhancing their Web site.

Louis J. Briskman, executive vice president and general counsel for CBS Corporation, calls *Through the Client's Eyes* “incisive and cogent. The reader will conclude that this advice is something they should have known or wish they had known in developing that critical relationship between the lawyer and the client.” The book was written to help lawyers build on the foundation they’ve already established in their profession—whether they’re a new practitioner or advanced in their career. Surpassing the sales cliché to “put the client first,” it teaches lawyers how to anticipate their client’s human needs, meet their practice goals, and achieve career satisfaction.

Topics include:

- How to build upon the practice foundation already established
- How to form strategic, effective, and lasting alliances
- Defining the characteristics of effective client relations
- Making a Web site more appealing to prospective clients
- New ideas for enhancing traditional marketing efforts

From educating the client about the law to eliciting quantifiable feedback by using surveys, this updated edition covers legal marketing in an easy-to-read, practical manner. Sample forms and questionnaires are included to make beginning, or improving, a client relations program easy.

Henry W. Ewalt has practiced law in government, private and corporate settings. He provides strategic planning services, focusing and organizing assets for business success and resolving disputes. Andrew W. Ewalt is a solo general practitioner focusing in the areas of real estate, bankruptcy, business law, elder law, and trust, estates and probate. He is a frequent lecturer, teacher, and writer on legal topics.

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