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NEW PUBLICATION HARNESSES POWER OF LEGAL MARKETING AND SELLING American Bar Association Kicks off New Professional Development Series With Groundbreaking Volume

TITLE: The Law Firm Associate's Guide to Personal Marketing and Selling Skills
AUTHORS: Catherine Alman MacDonagh and Beth Marie Cuzzone

CHICAGO, Aug. 27, 2007 – With more than one million lawyers in the United States, how can law firm associates distinguish themselves from the crowd to gain new clients? Two top legal minds tackle this complex issue in their new book and companion training manual, "The Law Firm Associate's Guide to Personal Marketing and Selling Skills" published by the American Bar Association. As the first volume in ABA's new innovative Law Firm Associates Development Series, this book and companion teaching guide teaches critical strategies that many lawyers do not learn in law school.

Authors Catherine Alman MacDonagh, Legal Marketing Association New England Chapter president, and Beth Marie Cuzzone, founder of the Legal Sales and Services Organization, offer a practical, hands-on approach to understanding the differences between marketing and selling and how to apply this knowledge to build awareness, gain credibility and develop business.

Through checklists, questions and templates, the materials enable readers to:

- Build their practice
- Create personal marketing plans
- Find clients within their target market
- Learn how to network inside and outside their firm

"MacDonagh and Cuzzone ably demystify marketing and selling for associates by breaking the process down into straightforward, common-sense steps," said Cherie W. Olland, global director of business development and communications at Jones Day, one of the largest international law firms in the world. "This slim volume is crammed with tips and advice that are sure to rev up even the most reluctant associate's marketing metabolism."

This set is developed for:

- Law firm associates and management
- Educators and trainers
- Consultants

"No lawyer gets this training in law school or in continuing education programs, yet every lawyer needs it to survive in a professional services world where every client is coveted," said John O. Cunningham, law and business writer. "Lawyers can find ways to connect with their most desired client partners through individualized techniques that will make every client feel special."

With more than 413,000 members, the American Bar Association is the largest voluntary professional membership organization in the world. As the national voice of the legal profession, the ABA works to improve the administration of justice, promotes programs that assist lawyers and judges in their work, accredits law schools, provides continuing legal education, and works to build public understanding around the world of the importance of the rule of law in a democratic society.

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