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The Lawyer's Guide to Marketing on the Internet, Third Edition

By Gregory H. Siskind, Deborah McMurray and Rick Klau

CHICAGO, Nov. 13, 2007 – The American Bar Association's Law Practice Management Section has just published the third edition of the best-selling *The Lawyer's Guide to Marketing on the Internet*. Offering a complete look at how lawyers can use the Internet most effectively to cultivate new business, the totally updated and revised book provides the tools needed to develop proven online marketing strategies.

The trio of authors—a lawyer, a marketing consultant, and a technologist—has written this comprehensive resource which gives a balanced approach that covers everything a lawyer needs to know about marketing online today in simple, easy-to-understand language.

Authors Gregory H. Siskind, Deborah McMurray and Rick Klau collaborate to define marketing strategies that make an impact. From search engine optimization to design issues to choosing Web consultants, *The Lawyer's Guide to Marketing on the Internet* shows readers how to use the latest technology to their advantage.

Topics include:

- Developing an Internet marketing plan that supports business development
- How to use the latest technology such as Weblogs (blogs), podcasts, Web seminars, and virtual meetings
- How to build an attractive, well-branded site
- Budget-friendly ways to market your firm online
- How your site's image communicates with prospects, clients, colleagues, the media, and opposing counsel
- Advertising and search engine optimization
- Measuring results
- Marketing tips to help smaller firms grow
- Web ethics

Siskind is a partner at Siskind Susser Bland, an immigration law firm. McMurray is a principal of Deborah McMurray Associates, which provides marketing consulting services to the legal industry. Klau works in strategic partner development at Google.

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