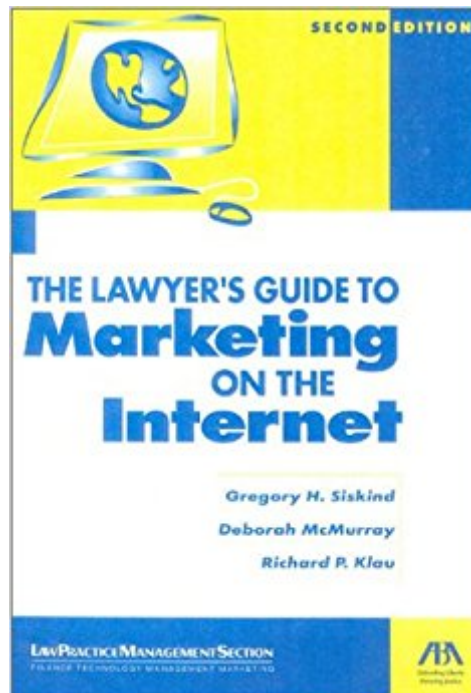


The book was found

The Lawyer's Guide To Marketing On The Internet



Synopsis

This book shows how to effectively, and efficiently, market a law practice on the Internet.

Book Information

Series: Lawyer's Guide to Marketing on the Internet

Paperback: 268 pages

Publisher: American Bar Association; 2nd Edition edition (June 19, 2003)

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Average Customer Review: 4.5 out of 5 stars 2 customer reviews

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Customer Reviews

I like it, but it isn't all that thick- I would try to obtain it in the 15-20 dollar range if you can. There are enough specifics to make it worthwhile but I am sure you would feel better about owning it if you extract a better price than I did (around \$30 not counting shipping and handling.) They didn't have this at my library and I was curious.

Now in a thoroughly updated second edition, *The Lawyer's Guide To Marketing on the Internet* is a practical introduction to getting the most out of the Internet, and collaboratively written by Gregory H. Siskind, Deborah McMurray, Richard P. Klau for professional attorneys. Individual chapters address designing a professional web site, ethical issues online, developing an internet marketing plan, optimum use of e-mail, and a great deal more. Highly recommended for lawyers and paralegals everywhere, *The Lawyer's Guide To Marketing On The Internet* is an indispensable guide for making the most out of internet opportunities as affecting the development of a successful legal practice.

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