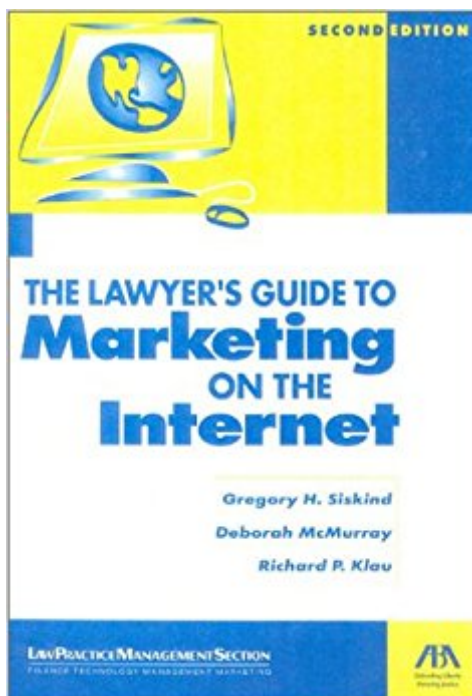


The book was found

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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Best Sellers Rank: #5,215,844 in Books (See Top 100 in Books) #26 in [Books > Law > Law Practice > Law Office Marketing & Advertising](#) #357 in [Books > Law > Law Practice > Law Office Education](#) #1455 in [Books > Textbooks > Law > Legal Reference](#)

Customer Reviews

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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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