

CONTENTS

Linda L. Fleming & Kim A. Perret <i>Director, Practice Development, Buchanan Ingersoll & Rooney</i> <i>Director, Marketing & Business Development,</i> Hunton & Williams LLP <i>THE CLIENT SERVICE TEAM APPROACH TO</i> <i>BUSINESS DEVELOPMENT</i>	7
Jeffrey J. Berardi <i>CMO, K&L Gates</i> <i>STRENGTHEN YOUR CORE: MAINTAIN AN INWARD</i> <i>FOCUS TO ACHIEVE EXTERNAL RESULTS</i>	23
Eric L. Garner <i>Managing Partner, Best Best & Krieger LLP</i> <i>DEVELOPING CLIENTS THROUGH PASSION</i> <i>FOR PRACTICE</i>	37
Catherine C. Bishop <i>CMO, Blank Rome LLP</i> <i>BUILDING A CLIENT DEVELOPMENT ROAD MAP</i>	49
Tim Mullane <i>CMO, McGuireWoods</i> <i>LAW FIRM MARKETING: FOCUS, IMPLEMENT,</i> <i>MONITOR, AND MANAGE</i>	61
Ellen Taverner <i>CMO, Cooley Godward Kronish LLP</i> <i>MARKETING LEGAL SERVICES IN THE HYPER-</i> <i>COMPETITIVE 21ST CENTURY</i>	73
Bruce Alltop <i>CMO, Mintz, Levin, Cohn, Ferris, Glovsky and Popeo PC</i> <i>A HOLISTIC APPROACH TO CLIENT DEVELOPMENT</i>	81