



## Thriving in a Disruptive Legal Market (Paperback)

By Susan L Shallcross

Double M Publishing, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. While there were clearly standout firms in terms of remarkably good results, the majority of U.S. Big Law firms continued to experience sluggish growth in demand, negative growth in productivity and continuing downward pressure on rates and realization in 2015. Demand for law firms services was essentially flat, which continues a pattern seen over the last seven years. The legal industry is struggling with dissatisfied clients and arriviste competitors taking market share that was unforeseen even five years ago. So how do innovative law firms meet the challenges of this new, disruptive legal marketplace? Hockey legend Wayne Gretzky once explained the secret to success in his sport by noting that A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be. This, in a nutshell, is really the essence of great marketing, although Steve Jobs may have been more succinct at actually putting it in marketing terminology: You can t just ask customers what they want and try to give that to them. By the time you get it built,...



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