

## 6 Marketing Traps Law Firms Fail to Avoid

In “6 Marketing Traps Law Firms Fail to Avoid” (law.com August 16, 2016), Steve Cohen discusses legal marketing and the need for law firm partners to recalibrate their approach to legal marketing and business development departments in order to add greater value to their clients – and firm success.

To read the full article, click on the link below.

[6 Marketing Traps Law Firms Fail to Avoid | Law.com](#)