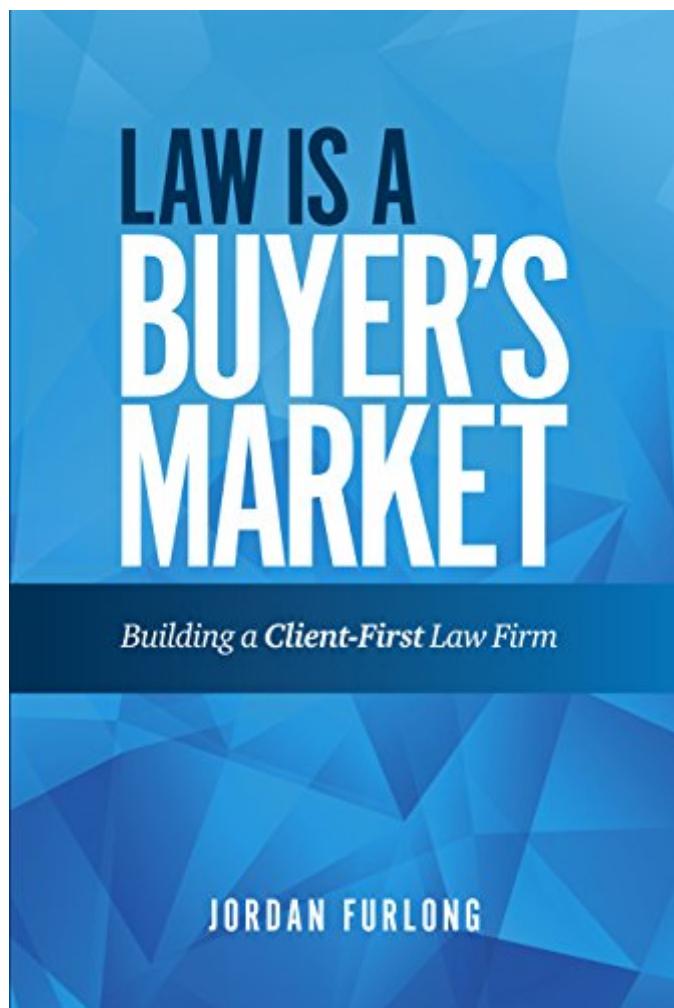


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# Law Is A Buyer's Market: Building A Client-First Law Firm



## Synopsis

Law firms are experiencing a wrenching period of upheaval. Economic crises, technology explosions, and a regulatory revolution have spawned a wave of innovative competitors. Newly empowered clients have adopted aggressive buying behaviours and begun dictating the terms of their relationships to law firms. Faced with this unprecedented competitive landscape and an industry-wide drop in demand for their services, law firms need effective solutions to these existential challenges. And they need them now. Jordan Furlong, one of the foremost analysts of the global legal market and a leading strategic forecaster of its future, explains how to create a law firm built to succeed in this new buyer's market. He has designed a transformative client-first law firm that rethinks the business model, culture, client service, competitiveness, growth strategies, diversity, and leadership of legal enterprises. When clients change their purchasing patterns, law firms need to change their approach. *Law Is A Buyer's Market* will help you adapt to the new legal market and lead your firm into the future of law. "This is an exceptionally clear book, brimming with practical help, and humorous into the bargain. Jordan's assessment of the legal market should be read carefully by clients and lawyers everywhere." - Prof. Richard Susskind, author, *Tomorrow's Lawyers* "If you are a law firm partner or leader, you must read this book and suspend the natural but dangerous desire to believe it doesn't apply to you because it applies to everyone in our industry." - Susan Manch, Chief of People & Development, Norton Rose Fulbright US LLP

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