

Edge International Communique' July 2011

By Gerry Riskin

"Report from the Legal Services Laboratory"

New business models are becoming a reality for UK law firms.

By Chris Bull

"Law Firm Positioning"

Competitive positioning involves selecting markets according to a law firm's capability, performance and client segmentation.

By Nick Jarrett-Kerr

"Gunfight at the OK Corral"

When complacency about real issues provides a false sense of security

By Sean Larkan

"Filtering Your Contacts"

To Create a contact that will be of value to you in the future, you need to be diligent in your follow-up now.

By Ed Wesemann

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