



Thought Leadership

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Here is a sampling of Edge’s published thought leadership over the past few months.

Published Articles

Juhi Garg, Delhi

- “Indian law firms quoting bills in dollars to avoid Euro volatility,” *The Economic Times*, March 3, 2011.
- “Marketing a law firm: India’s brave new world,” *Australian Law Management Journal*, November 2010
- “Managing the business of law,” *India Business Law Journal*, September 2010

Pamela H. Woldow, Philadelphia

- “Legal project management: the latest trend to lure clients,” By Luis Millan, *The Lawyers Weekly*, February 11, 2011

Pamela H. Woldow and Douglas B. Richardson, Philadelphia

- “A Practical Approach to Legal Project Management,” *New York Law Journal*, October 19, 2010

Sean Larkan, Sydney

- “Ah, free banking at last....” *PSF Journal — The Strategy Publication for Professional Service Firms in the Asia Pacific*, September 2010



Ed Wesemann, Savannah, GA

- "Merging into the future," *Canadian Lawyer*, February 2011

Gerry Riskin, Anguilla

- "Conversation with Gerry Riskin, co-founder of Edge International," *Bar & Bench*, November 29, 2010

Jordan Furlong, Ottawa

- "And What About The Next 35 Years?" *Connecticut Law Tribune*, November 29, 2010
- "Breaking the ice," *The Lawyer* (UK), January 31, 2011
- "Vendor or Competitor? Pangea3 Purchase Pleases Some, Worries Others," *ABA Journal*, February 1, 2011

Edge Blogs

Amazing Firms, Amazing Practices — Gerry Riskin's blog:

<http://www.gerryriskin.com>

- "Recovering from information overload," February 8, 2011
- "Few lawyers have formal negotiation training," January 12, 2011
- "Presentation Calendar: inspiration for each month," January 9, 2011

Ed Wesemann's website:

<http://edwesemann.com/articles>

- "Ten Ways to Cut Overhead," February 9, 2011
- "New Year's Resolutions for Law Firm Managing Partners," January 11, 2011
- "Finding Tall Guys to Play on Your Team: Five Important Reasons Why Lateral Recruiting Strategies Fail," November 21, 2010

John Plank's website:

<http://commandingpresence.wordpress.com>

- "Bringing in the business," March 3, 2011
- "Is your speaking style holding you back?" October 6, 2010
- "Fear of speaking," September 20, 2010

At The Intersection: Pam Woldow's blog:

<http://pwoldow.wordpress.com/>

- "Legal project management: The communications component," March 10, 2011
- "The client's new voice," February 18, 2011
- "The 7 deadly law firm write-off sins," January 7, 2011

Law21: Dispatches from a Legal Profession on the Brink

Jordan Furlong's blog: <http://law21.ca>

- "Are you selling the lawyer or the firm?" February 24, 2011
- "The new price wars," February 11, 2011
- "The year of the free-agent lawyer," February 7, 2011

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