



## Law Firm Rankings – Perspectives from In-House Marketers

**Presented by the Legal Marketing Association**

November 17, 2010

Partner Tasneem Goodman will speak as a panelist at a webinar on "Law Firm Rankings – Perspectives from In-House Marketers" at 1:00 p.m. Central on Wednesday, November 17.

Questions that will be discussed include:

- How should a law firm effectively evaluate and respond to the growing numbers of survey requests?
- Is there a "tipping point" when firms have asked their clients too often to serve as a reference?
- When marketing staff is limited, how do we determine whether compiling info for rankings is the best use of time or personnel?

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