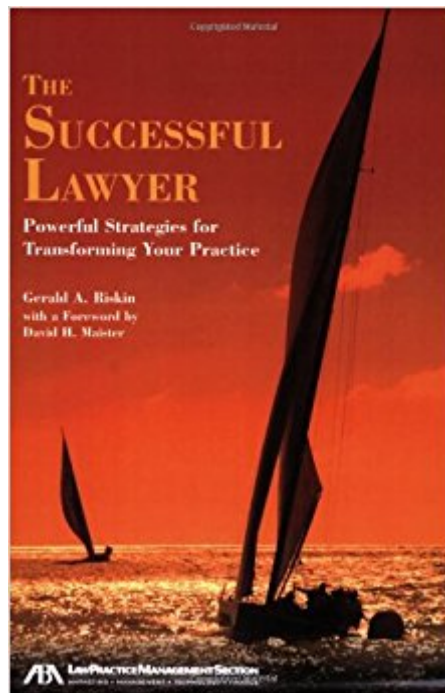




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# The Successful Lawyer: Powerful Strategies For Transforming Your Practice



## Synopsis

This comprehensive and inspirational book explains how a lawyer can transform his or her life into a more exciting, fulfilling, and profitable one by taking control of his or her destiny. Global management consultant and trusted advisor to many of the world's largest law firms, Gerald Riskin goes beyond simple concept or theory, and delivers a book packed with concrete advice that you can put to work right away. By using the principles found in this book, you can live out your dreams, embrace success, and awaken your firm to its full potential.

## Book Information

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## Customer Reviews

This book helps you identify the strenghts and weaknesses in your practice and business development efforts. It is not a "how to" book or list of "ABCs" about business development. Riskin leads you through a process that requires work on your part. He understands that no one knows your practice and what you want to achieve better than you. If you keep the journal and answer the questions Riskin poses, it will help you identify your strengths and weaknesses. Riskin also offers a lot of practical advice about how to address your weaknesses and move forward. It is very readable, but you get the most out of it by following the process.

It was OK, but not that great. At \$50, it should have been great. The book, "Good to Great" is much more practical.

I am frankly surprised at the rave reviews for this book. There are of course, good, and HIGHLY

OBVIOUS concepts here, but there are lawyer marketing resources on the web--for free--that offer much more nuts and bolts useful stuff than this book. Where are the specific resources, where is the HOW TO in this supposed how to? Very disappointed in this work. Other rainmaking books in this field are superior. Do you really need some expert to tell you take notes in a client interview and to acknowledge how the client feels? That's salesmanship 101 for Christ's sake! Save your money folks--unless you are some newbie without a clue first starting out...even then get thee to the web and the free resources for lawyer marketing before shelling out the shekels for this one.

Legal consultant Gerald Riskin does a remarkable job of forcing practicing attorneys to look at their practice objectively, particularly from a client's point of view. He suggests early on that readers mark up the margins or keep a journal - good advice! I kept a list of pointers as I read to prioritize later. The author notes astutely that no lawyer is likely to do a full practice makeover, but anyone can read this book and come away with 3-4 things they can do immediately, at little or no expense, to improve their practice. By incorporating Riskin's suggestions, in manageable chunks of 3-4 at a time, any lawyer can expand their practice and (best of all) make their practice more satisfying. It is hard to imagine any attorney coming away from this very readable book without 20 or more ideas of things they want to change in their practice.

"The Successful Lawyer: Powerful Strategies for Transforming Your Practice" is a powerful tool to help young attorneys explore ways of growing their practice. Gerry Riskin uses short, practical examples taken from every-day practice to help attorneys focus on situations they certainly will be faced with at some point in their careers. The CD's of "The Successful Lawyer" are also a great teaching tool for individuals who spend time commuting in the car. Riskin effectively uses brief chapters to move the reader from topic to topic. This book and CD set would be a valuable gift for any newly admitted attorney.

This book delivers and as an added bonus - it is a thoroughly enjoyable read. Most of all it demands action and really there is no excuse but to move forward and make improvements tailored to your own practice. I highly recommend this book to all practitioners.

I read this book from cover to cover to help me write my book for the ABA

The Successful Lawyer is the perfect mix of practical ideas and different approaches to the practice

of law. Gerry Riskin offers new and experienced lawyers tips and tactics to help them not only be more successful in the practice of law, but have more fun and enjoyment doing it. The Successful Lawyer is a must read for any lawyer in any size law firm.

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