Today's legal services industry is in a state of change. Clients are choosing providers who meet legal needs and charge for service in new, novel ways. Margins are shrinking. Alternative fee arrangements are on the rise. Providers with novel ways of delivering legal

To respond to this uncertainty, law firms will have to go beyond cutting costs. They need to look for business models that are better adapted to serve their clients not just today, but well into the future. Remaking Law Firms provides a wide range of innovation examples and case studies that illustrate what a remade business model for a law firm might look like.

Remaking Law Firms blends George Beaton's twenty-five years of market leading research and Tegal-consulting with Imme Kaschner's interest in the legal services industry, work, and change to produce an outstanding analysis of the future of the legal profession. They encourage lawyers to challenge their assumptions to meet the rapidly shifting legal environment. Law firm leaders will ignore this at their peril!

President, Law Council of Australia I Partner, Clayton Utz

A lively blend of consulting experience and management theory, this book sets a challenging agenda for law firms of the future. With evident expertise. George Beaton and Imme Kaschner ask and answer the central questions of stratagy for twenty-firstcentury legal businesses.

Professor Richard Susskind

Author of Tomorrow's Lawyers and co-author of The Future of the Professions

The status quo in the legal industry has a way of ossifying in the minds of law firm leaders. We had better get over it. George Beaton and Imme Kaschner predict a world in which change must be embraced as you would an old friend. Ignore their message at your peril.

Chairman and Global Managing Partner, K&L Gates LLP The inextrable march from a firm-centric legal services world to a client-focused and driven one continues. Firms may agree

or disagree with George Beaton's and Imme Kaschner's presentation, prognosis, and prescription in Remaking Law Firms: Why

and How - but only those with hubris or myopia will disregard this compelling work.

President, ValoremNext LLC | Former General Counsel, FMC Technologies Inc.

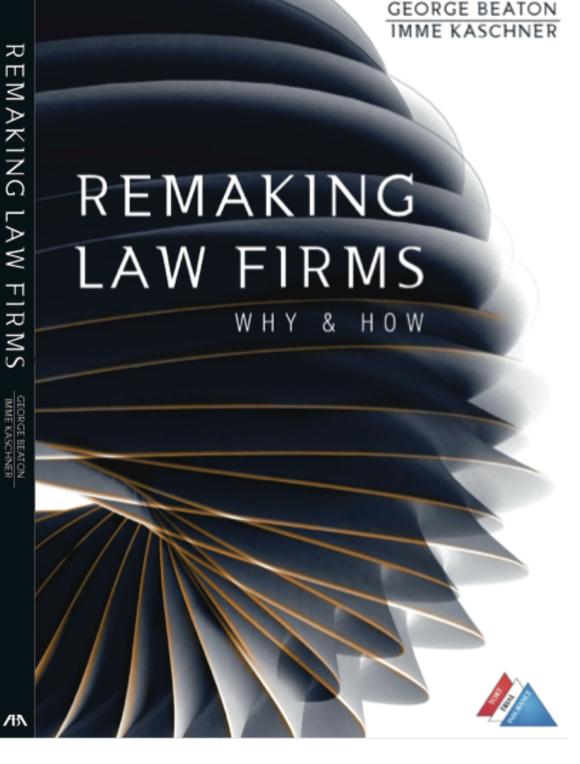
There is currently no roadmap to the future for the chronically myopic, change-averse legal profession. Fortunately, now comes Remaking Law Firms: Why and How which tells us in well-documented detail how to pack our bags for the journey shead.

Executive Director, State Bar of Michigan

Visit us at www.ShopABA.org

Price: \$69.95 PC: 5190528

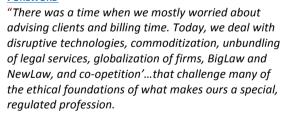
Law/Reference



Why you should read and recommend Remaking Law Firms

- ✓ First deep analysis and set of solutions to the challenges facing BigLaw firms
- Based on the researched conclusion that no law firm can assume its place and prosperity are assured
- ✓ Written to help law firms continue to be relevant to their clients and financially rewarding for their partners
- Explains why most firms are not well equipped to know what to do
 or how to 'remake' their business models
- ✓ Draws on 40 interviews with clients, innovative law firm leaders, successful pioneers, leading academics
- ✓ Takes the reader on a journey from the origins of today's firms into a future 'kaleidoscope' in 2025 and beyond
- ✓ In this future the ways clients meet their needs and the rules for success of firms are very different
- ✓ The winners in the kaleidoscope will be those firms that are starting now to prepare in earnest by remaking themselves.

FOREWORD



As chief change agent for one of the world's largest law firms, I am constantly looking for insights to help us make sense of change, and to make those changes necessary for us to remain one of the world's leading law firms.

That is why I am delighted to introduce Remaking Law Firms: Why and How."

villy you should read and recommend hemaking Law rinns

PREFACE AND FOREWORD

CHAPTER 1. INTRODUCTION

CHAPTER 2. THE LEGAL SERVICES INDUSTRY
TODAY

CHAPTER 3. PORTER'S FIVE FORCES AND MAISTER MAXED OUT

CHAPTER 4. CLIENTS OF THE FUTURE

CHAPTER 5. THE 2025 KALEIDOSCOPE SCENARIO

CHAPTER 6. DIAGNOSING YOUR FIRM'S READINESS FOR CHANGE

CHAPTER 7. DESIGNING THE BUSINESS MODEL

CHAPTER 8. BRAND, MARKETING, AND

BUSINESS DEVELOPMENT

CHAPTER 9. PRICING AND FEE ARRANGEMENTS

CHAPTER 10. SOURCING AND OUTSOURCING

CHAPTER 11. LEGAL PROJECT MANAGEMENT AND PROCESS IMPROVEMENT

CHAPTER 12. TECHNOLOGY, KNOWLEDGE MANAGEMENT, AND ANALYTICS

CHAPTER 13. PARTNERS, INNOVATION, AND CHANGE

CHAPTER 14. OUTLOOK

40 CONTRIBUTORS FROM 6 COUNTRIES

CONTENTS



TESTIMONIALS FOR REMAKING LAW FIRMS

Professor Richard Susskind Author of Tomorrow's Lawyers and Co-author of The Future of the Professions

"A lively blend of consulting experience and management theory, this book sets a challenging agenda for law firms of the future. With evident expertise, George Beaton and Imme Kaschner ask and answer the central questions of strategy for twenty-first century legal businesses."

ORDER YOUR COPY NOW

American Bar Association Online Shop
Amazon



Eduardo Leite Chairman of the Executive Committee, Baker & McKenzie