

Producing Important Change in Legal Marketing Isn't Always Easy

March 19th, 2010 by Kara

After the day I had yesterday, and considering the business challenges I know many of us are having, I found a post by Seth that hit home. My favorite excerpt:

Finding the bravery to shun faux reassurance is a critical step in producing important change. Once you free yourself from the need for perfect acceptance, it's a lot easier to launch work that matters.



[Read Seth's post in it's entirety](#)

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Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

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