

Jazz interpolation and improvisation are a lot like marketing legal services...

March 15th, 2010 by Kara

About 2-years ago, when I finished [graduate school](#), I published two of my papers on SSRN, The Social Science Research network. I was notified last week that

[“Jazz Interpolation and Improvisation: George and Ira Gershwin’s Fascinating Rhythm as Recorded by Ella Fitzgerald and Dianne Reeves”](#) was listed on the [SSRN Top Ten Download list for Music](#).

It’s now been downloaded 49 times!

Gee, I’m either getting famous or just picked a great topic for kids to plagiarize. Either way, you can view the abstract and download the paper [here](#)

Classic Jazz, Modern Jazz, Beebop, Swing, R&B, Pop, Classical all of these words lend apt description to the sounds emulating from my office on any given day.

[Merriam-Webster Online Dictionary](#) defines jazz as:

American music developed especially from ragtime and blues and characterized by propulsive syncopated rhythms, polyphonic ensemble playing, varying degrees of improvisation, and often deliberate distortions of pitch and timbre.

I equate the way I do business a lot like this...

“Distortions” in public relations has nothing to do with manipulating the truth!

Rather, it’s about shifting the perception of how much what we do really matters, and “raising the bar” on our ability to be of service to our clients and giving back to our communities.

I view the conversations I have here and with people who call me, a lot like the dialogue that happens between jazz musicians and their audiences. Information is delivered in a familiar format, with some interesting, intriguing and often captivating turns thrown in to keep us all interested and ideally, coming back for more.



Dianne Reeves



Ella Fitzgerald

Top Ten Lists are updated on a daily basis, so if you're interested download my paper and keep it at the top!

[View the Top Ten list for the Journal Music Top Ten](#)

[View all the music papers in the Journal](#)

Other Articles you may be interested in:

[As the Legal Marketing Industry Shifts – We Can Differentiate By Making A Difference](#)

[7 Deadly Business Mistakes Legal Marketers Can Avoid](#)

[Legal Marketers Can Step Out of the Box With Video](#)

[There Has Never a Better Time for Legal Marketing Brands to Engage in Social Media](#)

[Mixing Business With Personal — Legal Marketers, it's OK to "Cross-Brand"](#)

[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.](#)

[You can reach her at 917-856-5410](#)