

Lawyer Marketing: An Ethics Guide

This interactive program uses hypotheticals to explore various topics involved in lawyer marketing, including: the standards for judging lawyer marketing (including constitutional issues and the reach of a state's ethics rules); the rules governing content (including self-laudatory and unverifiable claims, testimonials and endorsements); law firm marketing issues (including web sites and law firm names); individual lawyer marketing issues (including areas of practice, inclusion in honorary lists and descriptions of past successes); direct mail marketing; solicitation (including in-person and electronic solicitation); the use of new technology in lawyer marketing.