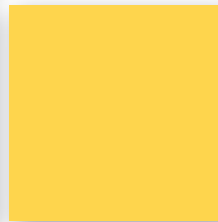


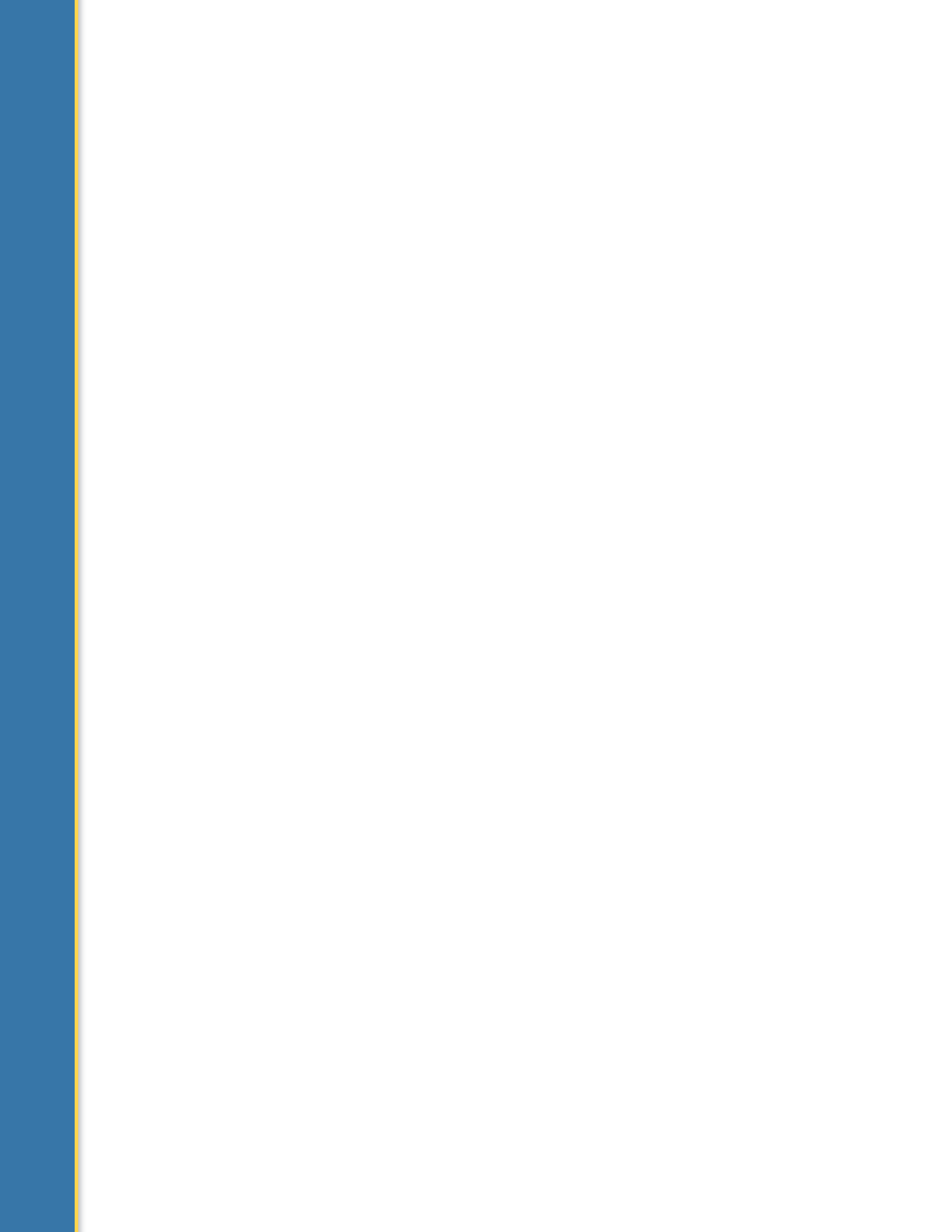
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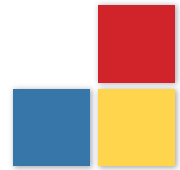


Law Firm Business Development Practices Survey



A survey of the business and client development strategies and resources of law firms.





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LAW FIRM BUSINESS DEVELOPMENT PRACTICES SURVEY

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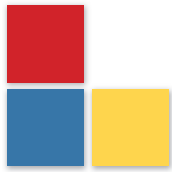
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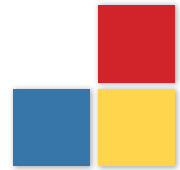


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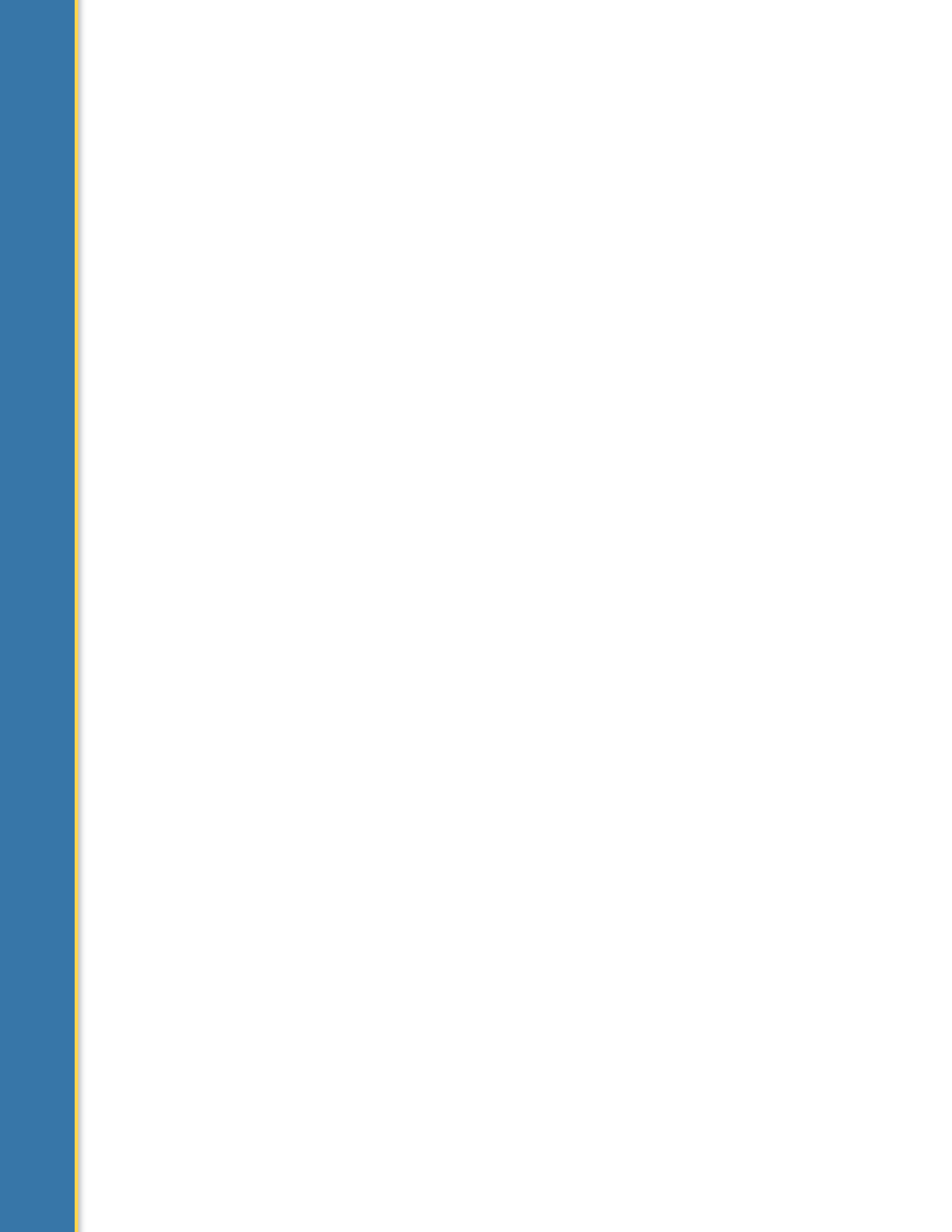


About ALM Research

ALM Research is a division of ALM, a leading integrated media company serving legal, real estate, financial, and business professionals. ALM Research was formed in 2002 in response to the growing demand for competitive intelligence within the legal industry. Our core product, ALM Research Online (www.almresearchonline.com), provides subscription access to research and surveys conducted by ALM's industry-leading publications, including *The American Lawyer*, *National Law Journal*, and *IP Law & Business*. ALM Research also offers custom research services, and publishes a number of research products in partnership with industry experts and analysts. These include our annual Law Firm Business Development Practices Survey, the 2007 Billing Rates & Practices survey report, the 2007 Legal Technology Market Assessment Study, and the 2007 Law Firm Practice Group Management Survey.

About Margaret Daisley

Margaret Daisley has been a surveys and research consultant and editor for several publishing enterprises in New York City since 2004, specializing in conducting primary quantitative research, and writing, editing, and publishing research reports. Previously, she was the editorial research director for ALM Media's national publications, which include *The American Lawyer*, *National Law Journal*, and *Corporate Counsel*. For seven years, she was very much involved in the research and reporting of *The Am Law 200*, the *NLJ 250*, the *General Counsel Compensation Survey*, and all of ALM's signature surveys. Daisley participated in the project to electronically archive all of the legacy data from these surveys, which resulted in the ALM Research Online database. Since 2004, she has worked as a consultant to ALM Research.





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PRACTICES SURVEY**

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