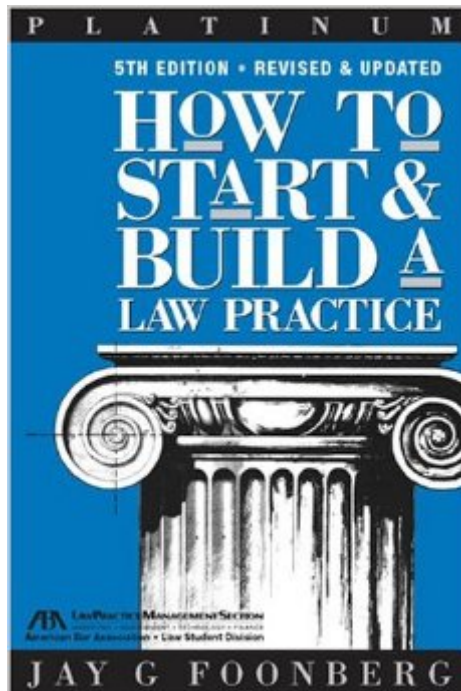


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# How To Start & Build A Law Practice (Career Series / American Bar Association)



## Synopsis

A classic ABA bestseller, *How to Start and Build a Law Practice* has been used by tens of thousands of lawyers as the comprehensive guide to planning, launching, and growing a successful practice. Author Jay G Foonberg, now in his fifth decade of practicing law, has always been dedicated to giving other lawyers the benefit of his wealth of experience. This Platinum Fifth Edition is packed with over 600 pages of guidance on identifying the right location, finding clients, setting fees, managing your office, maintaining an ethical and responsible practice, maximizing available resources, upholding your standards, and much more. If you're committed to starting and growing your own practice, this one book will give you the expert advice you need to make it succeed. More than 100,000 lawyers have turned to Jay Foonberg for the secrets to running a successful law firm; now you can, too, with the new Platinum Fifth Edition. Jay Foonberg has organized the book into short, easy-to-read chapters that deal with all the specific challenges you will encounter when you open your office. The answers you'll get are realistic, practical, and based on real-life experience. You'll find a wealth of tips that can improve your practice once it is up and running, as well as dozens of time-saving templates and checklists. In addition, there is all-new material for this edition, covering topics including: New opportunities for serving senior clients and the growth of elder law E-mail and the Internet Law firm mergers and dissolutions The increasing size of student loans Opportunities created by an aging population Nonlawyer consultants The globalization of legal practice When and how to safely close and destroy files The aggressive marketing being done now by firms of all sizes And much more! Even if you already have an established practice, you are sure to find information that will help you compete and succeed. This is the one book you'll need to build and grow your practice.

## Book Information

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## Customer Reviews

I bought this book before starting up my new law practice because it's one of really only two good books on opening a law office, and this one seemed to have the most praise. On the positive side: (1) It appears that Foonberg really cares about the legal profession, and he would like to help future lawyers become better advocates and counselors for their clients. This is obvious in his writing style, and in his constant reminders that attorneys are in a service profession. (2) Foonberg really makes an effort to try and keep the book updated and relevant by offering new editions. Many authors would have just let it ride on a book written 20 years ago. (3) There aren't many attorney-authors that have really attempted to put together such a comprehensive and focused book specifically on opening a law practice. On the negative side: (1) With all due respect to Mr. Foonberg, the current edition is very much a work of Dr. Frankenstein. It has been pieced and stitched together, with parts being swapped in and out. The book does not flow with a theme, and it appears the author has made so many revisions over time that the chapters have been inserted and removed simply as needed. My opinion is that the book needs to be completely rewritten from the ground up. (2) Despite his best efforts to stay current, many of Foonberg's ideas are terribly outdated. For example, his chapter on Personal Data Assistants (PDAs) consists of essentially a paragraph. My PDA is not only my complete calendaring and docketing system, but it is also a significant part of my client conflict checking system, and it contains all of my "to do" or task lists.

Okay, at one time (in earlier editions) this was a great book, but it has become outdated. It is still good, but it is not the best. I gave it 4 stars, but I would really have given it a 3.5 if that had been an option. The addition of multiple short "chapters" - many of which are no more than half a page long - does not really constitute making it into a revised and updated "platinum" edition. Foonberg has been practicing law for somewhere over 40 years, so while he has a lot of experience, it has also been quite a while since he was the one starting a law firm. This is not said to diminish his accomplishments, but simply to point out that the world is very different now than when he started out. In addition to being outdated in many areas, this book simply contains many things that are just not useful to the average lawyer starting a new firm. Even though it is marketed to solo attorneys, it often sounds like he is talking to a member of a large firm with unlimited resources. The new

attorney on a limited budget may not be able to fully relate to the Foonberg experience. This is certainly the longest book on the market on this subject, but it is also by far the most expensive. Much of that extra length really just looks like padding that has been stuck into the book. There are some chapters that seem carefully thought out and are written very well. Then, there are other short, choppy chapters that are plugged in with barely relevant and mostly useless information. On the good side of the book, it does contain great advice on a number of topics on matters such as billing and client communications. These are these sections that really generate the higher rating for the book, and are why it has lasted so long on the market.

It would be a mistake for anyone to think that this book is only directed at lawyers just starting to practice law or lawyers practicing on their own or in small firms. This book is for the seasoned practitioner as well as the newly admitted attorney. After all, who doesn't want to know how to more efficiently practice law and be more profitable? If you haven't yet heard of this book, get your head out of the statutes and take a look. If you've read an earlier edition, it's time to get the new one and brush up on strategies that you've been missing. This Platinum 5th edition is chock full of useful ideas - any one of which will pay for the cost of the book many times over. How valuable is this book? Let's put it this way, I still have my copy of the 1st edition printed in 1976 (with a whopping 212 pages) on my bookshelf. This A to Z indispensable reference book just keeps getting better with every edition. This 5th edition is jam packed with many new things not contained in even the most recent edition. As noted in the preface to the Platinum Edition: There are several "new" topics that this fifth edition addresses, including: 1. E-mail and the Internet 2. Law firms merging to become mega-firms 3. Law firms of all sizes breaking up 4. The globalization of legal practice 5. The increasing size of student loans 6. Increasing attempts to convert the profession of law into a law business 7. Aggressive marketing being done by firms of all sizes, including cold calling by larger firms and the hiring of nonlawyer salespeople to seek clients for the firm 8. An aging population creating greater opportunities for serving senior clients and prompting the growth of elder law as a practice area of law 9.

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