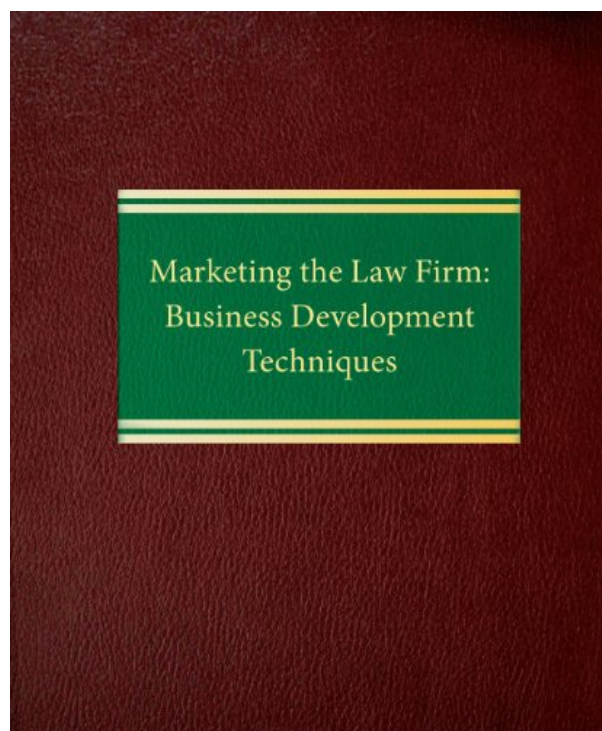
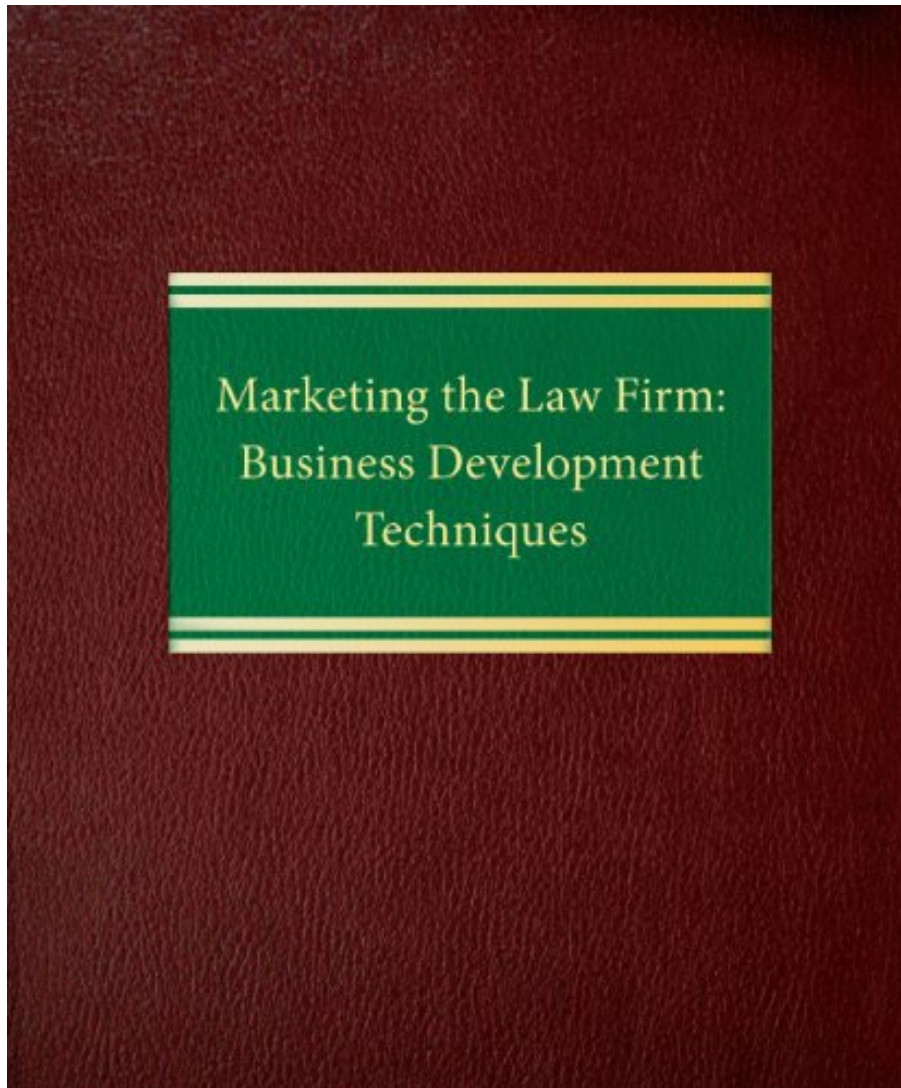


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## About the Author

Sally J. Schmidt, the first president of the Legal Marketing Association (LMA), is the president of Schmidt Marketing, Inc. Headquartered in Edina, Minnesota, her company has served hundreds of client law firms throughout the United States, Canada, Europe, New Zealand, Mexico and Australia. Ms. Schmidt has taught Principles of Marketing at the University of Minnesota, where she received her M.B.A. (in marketing) and her B.S. She is also the former Director of Client Relations and Marketing for a 100-attorney firm in Minneapolis and a well-known author and lecturer on law firm marketing topics.

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- Sales Rank: #3535452 in Books
- Brand: Brand: Law Journal Press
- Published on: 2016-05-28
- Original language: English
- Number of items: 1
- Dimensions: 9.75" h x 7.50" w x 2.75" l, .0 pounds
- Binding: Ring-bound
- 650 pages

## Features

- Used Book in Good Condition

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