

# Brand Building and Buy-In: How a Strong Brand Can Drive Law Firm Growth

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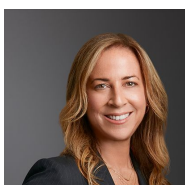
Axinn chief marketing & business development officer @Julie Chodos co-authored “Brand Building and Buy-In: How a Strong Brand Can Drive Law Firm Growth,” with @Judith McKay of JEM3 Consulting, which appeared on Law.com.

The article covers the key strategies needed to develop a successful brand that resonates with both your people and your clients.

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