

# Table of contents

## **Introduction**

Christoph H Vaagt  
Law Firm Change Consultants

## ***General aspects of law firm strategies***

## **Strategy in law firms – what it is and why we should care**

Bente R Løwendahl  
BI Norwegian Business School

## **The role of professional ethics in shaping law firms' strategy**

Tomasz Wardyński  
Wardyński & Partners

## **Drivers of change – driving strategy in law firms**

Mats Anderson  
clear blue water

## **How to drive change in a partnership setting**

Wolf-Peter Gross  
Law Firm Change Consultants

## ***Resource side strategies***

## **Resource-based approach to strategy**

Dina Gracheva  
Independent strategy consultant

## **Implementing a smart collaboration strategy**

Heidi K Gardner  
Harvard Law School  
Ivan Matviak  
Gardner & Co

## **Business model transformation as a tool for driving strategic innovation growth**

Robert Millard  
Cambridge Strategy Group

## **Matter management in law firms – the impact of legal project management**

Ignaz Fuesgen  
Deloitte

## **Legal Tech as a factor in strategic law firm development**

Felix Dette  
METIS

## ***Market side strategies***

## **Professionalising the pricing and procurement processes**

Richard Burcher  
Validatum; Virtual Pricing Director  
Silvia Hodges Silverstein  
Buying Legal Council;  
Columbia Law School

**How to screw up your  
international expansion:  
a 15-step guide**

Robert C Bata

WarwickPlace Legal LLC

**How to merge: lessons from  
20 years of law firm mergers**

Lisa R Smith

Fairfax Associates

**Winning and keeping clients**

E Leigh Dance

ELD International LLC

**Corporate reputation:  
definitions and dimensions**

Will Harvey

University of Exeter

Business School

Tim Morris

Michael Smets

University of Oxford

**About the authors**