Praise for *The Value-Able Law Firm*:

“Lawyers aren’t alone in struggling to base their business model on value delivered to the paying client . . . doctors don’t bill on patient outcomes, clerics don’t get compensated from the collection plate for net souls saved or measurable progress of the earthly Kingdom, and educators resist tying pay to student achievement. But lawyers and firms face increasing competitive dynamics without the nature or degree of structural protections that insulate other learned professions from harsh competition. In *The Value-Able Law Firm*, Lauer and Vermilion continue to provide path-breaking thought leadership and actionable recommendations to address what every lawyer running a firm should want . . . selling and delivering what the client wants. This is a must-read with plenty of must-dos for lawyers feeling the competitive heat, and equally useful for purchasers of legal services in understanding and articulating what they value.”

—Chester Paul Beach, recently retired as Corporate Vice President, International Trade Compliance, United Technologies Corporation

“The authors practically explain value in a variety of contexts that clients can face. Lawyers need to connect these practical explanations with our own understanding of value in everyday life, with the creativity that we display in developing novel legal arguments, and with our curiosity about local, state, national, and international events in relating to our clients. Understanding what a client values should be considered part of our ethical obligations to zealously represent our clients.”

—Albert C. Peters II, General Litigation and Contracts Counsel for the Pennsylvania Turnpike Commission

“This book represents a strong contribution to the change management challenges lawyers face in moving from a time-billing to a value-based approach, magnifying key qualities clients desire most across cost, consistency, predictability, speed and responsiveness. In doing so, Mr. Lauer and Mr. Vermilion design pathways of success for outside and in-house counsel engagement. Law firms digesting this book can optimize business development to make client sourcing profitable on both sides of the ledger.”

—Jason M. Anderman

“In my position at a global law firm, I spend a great deal of time pondering the question of the ‘value’ of the service that the firm provides its clients in a wide variety of contexts. I agree with Steve Lauer and Ken Vermilion that this term is a bewildering one that is often misapplied, though widely used, in our industry. *The Value-Able Law Firm* constitutes a great description of what the value equation is of the ‘legal package.’ I applaud the authors for this contribution to the literature.”

—Stephen Allen, Head of Legal Service Delivery, Hogan Lovells International LLP