

Praise for *Smarter Pricing, Smarter Profit*

“People often ask me what is the one thing I suggest they read in order to understand all of the changes in the [legal] market and how their firms can best adapt. I now have an answer for them: read this book.” —Toby Brown, chief practice officer, Akin Gump Strauss Hauer & Feld LLP, and chair of the LMA’s Client Value Special Interest Group

“*Smarter Pricing, Smarter Profit* is soup to nuts the most comprehensive and forward-looking resource I have seen yet. It covers market conditions, both historical business of law practices and those needed for the future, and a framework to manage all stages of pricing and managing work to profitable conclusions. This book should be required reading for anyone involved in pricing or managing legal work. I will need many copies of this book as I plan to distribute it widely within my firm.” —Chris Emerson, director, Practice Economics Group, Bryan Cave LLP, and vice president of ILTA’s Business & Financial Management Peer Group

“Pricing can be regarded as both an art and a science. Too often within the legal sector this has been translated into using a combination of budgeting and gut feel, practices that more closely resemble a dark art than genuine pricing enlightenment. But now there’s an alternative. In *Smarter Pricing, Smarter Profit*, Stuart Dodds integrates so much material into a single, logical framework. It provides a step-by-step guide for improving pricing performance and, ultimately, profitability. It’s easy to read, packed with practical ideas for improving results within firms and is presented by one of the world’s leading practitioners in the field. I recommend this book to anyone charged with responsibility for improving his or her firm’s pricing performance.” —Colin Jasper, director, Jasper Consulting