

Foreword to the First Edition

Much has been written about the need for the legal market to adapt to change. Most lawyers and firms know they need to embrace change on some level, but what these people are really craving is a simple, practical guide on how to get started and how to move their practices successfully into this new world of competition. Enter Stuart Dodds and this book.

The book's title, *Smarter Pricing, Smarter Profit*, reflects the simple yet compelling approach taken. Stuart sets the stage, lays out the path, and then leads the reader on an understandable and highly valuable journey.

His "Set, Get, Manage, and Review the Price" approach lays out the plan for lawyers and firms that want to successfully navigate their way into a 21st-century practice. To bring the reader down this path, he takes a wide range of topics and connects them into a coherent whole. His suggestions for how to take each step and implement it are highly practical.

Expect to find suggestions and techniques that are easily understood and very reasonable to implement for any firm. Even those who are knowledgeable on one or many of the topics he covers will find plenty of gems among his suggestions (as I did).

People often ask me what is the one thing I suggest they read in order to understand all of the changes in the market and how their firms can best adapt. I now have an answer for them: read this book.

Toby Brown

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