

The ABCs

Integrating artificial, business and competitive intelligence in the modern law firm

The world of data, analytics, and technology is relatively unexplored in the legal arena, due to the traditionally conservative and risk-averse nature of the legal environment. However, we are approaching a reality in which data is the most precious resource of practically every single organization. Law firms should be no different. The buzz around intelligence functions and initiatives places constant emphasis on their immediate necessity; the narrative runs that firms need to invest both time and resources into their own competitive and business intelligence efforts, and complementing technologies and tools, to avoid being left behind. The fact that these disciplines are in their infancy - with their very definitions in flux and varying between different practices - does not make it any easier. The goalposts are constantly moving, and it is common for multiple BI and CI initiatives and practices to be distributed across the breadth of the firm, from the marketing and finance departments to the library. The challenge, then, when attempting to build robust intelligence functions within a law firm is not only to mature these efforts but also to facilitate collaboration and ensure they are centralized. The ABCs: Integrating artificial, business and competitive intelligence in the modern law firm acts as a practical roadmap for how to achieve exactly that, taking a deep dive into the developing disciplines of AI, BI, and CI and their potential synergies, featuring expert contributions from industry leaders covering a wide range of the most pressing issues - from how to make business development processes more systemic utilizing AI technologies, to real-world examples of competitive intelligence initiatives and their lifecycle.

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237,50 €

221,96 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781783583683

Medium: Buch

ISBN: 978-1-78358-368-3

Verlag: Globe Law and Business Limited

Erscheinungstermin: 01.03.2019

Sprache(n): Englisch

Auflage: 1. Auflage 2019

Produktform: Kartoniert

Gewicht: 148 g

Seiten: 94

Format (B x H): 156 x 234 mm

