

Strategies for Growth in Law Firms

As a result of Brexit, and the subsequent move by companies and organisations from London to continental European capital cities (eg. Amsterdam, Frankfurt, Paris), as well as further globalisation and analysis of referral work, international law firms have made it a strategic priority to expand their capabilities and to enter new markets. They can do so by merging with or taking over a national independent law firm, via lateral hires and/or by the onboarding of teams. Each of these strategies requires a thorough approach and methodology. Strategies for Growth in Law Firms, coordinated by Gerard Tanja and Robert van Beemen of Venturis Consulting, explores some of the crucial elements relating to international growth strategies in the legal sector: law firm mergers, market entries, the onboarding of teams, and the development of international referral strategies. It includes coverage of: •Which strategies international firms pursue with a market entry; •How they identify and assess the (potential) candidate firms; •How they ensure they hire the right teams; and •What national independent boutiques (as popular candidates) take into consideration when merging with an international firm. It provides in-depth insights, practical tools and case studies regarding the methodologies, execution and implementation of growth strategies for law firms, as well as an overview of the developments in the various international legal markets (Europe, Asia, Latin-America) and of the different international growth strategies pursued by international law firms, the Big 4 and alternative legal service providers, including the implementation of these strategies (post-merger integration). This title will be of use to both international law firms and national boutique firms in the US, UK, EU and Asia. It provides valuable guidance for managing directors, business development directors, partners and managers responsible for the development of the international network of law firms, and general counsel will also find it beneficial.



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