



The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking (Career Guides)

Ari Kaplan

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This book is designed to help you harness your potential for networking, marketing, and business development. The techniques it contains for defining your personal brand and leveraging technology to maximize your success will empower your legal career from law school through partnership. The second edition is updated with over 70 pages of new content and features tips from Lawcountability. Rainmakers, PR experts, elected officials, marketing masters, in-house counsel, business executives, career advisors, associates, and others who have walked in your shoes offer perspective on issues ranging from dynamic public speaking and strategic use of social media to starting conversations and beginning to blog. They also provide guidance on hosting your own television show, starting a charity, and raising your profile with ease. Each chapter highlights genuine strategies for connecting with others and establishing meaningful professional relationships.

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