



The Practice: Brutal Truths About Lawyers and Lawyering

Brian Tannebaum

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In *The Practice*, Tannebaum riffs on everything from asking yourself what type of lawyer you want to be, to the most effective way to market yourself in an industry where lawyers increasingly over-rely on social media to prove their relevance. It also discusses other important topics, including the proper way to handle referrals, rainmaking, reinventing yourself as a lawyer, personal branding, and much more.

This book offers a no-holds-barred "truth" about the legal profession in the author's honest and at times humorous signature voice. Readers will find clear and truthful advice on a wide range of topics that will help them become a better, and more informed lawyer.

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