



21 Consigli di Web Marketing per Avvocati (Italian Edition)

Salvatore Primiceri

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Come si concilia uno dei più antichi mestieri del mondo con i moderni strumenti di comunicazione forniti da internet? Se fino a qualche anno fa l'avvocato acquisiva i clienti quasi esclusivamente attraverso il lavoro sul campo e il passaparola, oggi non può ignorare le straordinarie potenzialità di una comunicazione efficace sul web e grazie al web. Per questo il professionista deve sapersi costruire un'ottima reputazione on-line sfruttando al meglio le risorse che la rete mette a disposizione. Gli effetti positivi di tale operazione non saranno solo "virtuali". In questo testo vengono proposti ventuno consigli su come utilizzare internet per creare un proprio "brand professionale" e diventare avvocati di successo.

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