

Pryor Cashman Ranked 10th In U.S. In Marketing And Communications

The marketing trade publication *Marketing The Law Firm* has released its fourth annual “MLF 50 – The Top 50 Law Firms In Marketing and Communications.” We are proud to announce that Pryor Cashman has been ranked tenth in the entire country in marketing and communications.

In the article which accompanies the survey, “Now More Than Ever, Marketing Should Take Center Stage – and for 50 Firms It Has – I’m a Believer!”, author Elizabeth Anne ‘Betiayn’ Tursi writes: “With the current downturn in business, one would think that perhaps marketing and communications might be taking a holiday. The good news is that for 50 firms, marketing is front and center. ... [M]any firms are utilizing the capabilities of their marketing and communications departments in ways that they believe can capitalize on the downturn and even create profits.”

Tursi writes that Pryor Cashman and the other firms on the list "are examples of how first-class, first-rate marketing and communications can move the agenda of a law firm forward in a strategic manner and in so doing become invaluable to the success of the firm.”

Of the 50 firms on the MLF Top Law Firms In Marketing and Communications list, only five are not among the largest 200 law firms in the country (the AmLaw 200). Of those five firms, Pryor Cashman leads the way and is the only firm in the top 10 which is a non-AmLaw 200 firm.

The MLF, in formulating the criteria for 2008, noted that “special emphasis was placed on firms that did more with less,” which was certainly the case at Pryor Cashman. The Marketing Department is comprised of Elizabeth Wall, the firm’s Marketing Director, and Theresa Langley, both of whom work closely with partner Philip Hoffman and the firm’s Marketing Committee. The results achieved by Liz and company are going to be the subject of a separate article in *Marketing The Law Firm* which is scheduled to appear in early 2009.

Pryor Cashman Managing Partner Ronald Shechtman stated: “Our marketing efforts are part of our marketing message – we are lean, efficient and effective. Whether it is our partners’ or our clients’ resources, we will do more with less than our competitors.”