# Grow Your Small Law Firm’s Business with Content Marketing

***Insight***

Amy Boardman Hunt of Muse Communications explains some of the main concepts of content marketing and how it can be a potent tool for solos and small law firms with limited marketing budgets.

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# O’Melveny Tops in Survey for Firm Culture, Job Satisfaction

***News***

Vault polled about 20,000 associates to rate peer firms and their own experiences for the quality of life rankings.

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# Female Attorneys Harassed at Big and Small Firms, Survey

# Shows

*News*

Nearly 38 percent of respondents said they'd been the recipient of an unwanted sexual email, text or instant message at work, according to the Bloomberg Law report on the Massachusetts study.

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# Salary Wars Scorecard: Which Firms Have Announced Raises And Bonuses

*News*

Above the Law has updated its extensive list of law firms that have matched Milbank, Tweed, Hadley & McCloy's $190,000 salary scale for new associates, with almost four dozen large firms represented.

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# Former Partner Hits Jones Day With Gender Bias Suit

*News*

The complaint describes Jones Day as a "fraternity" in which women are dependent on male lawyers for success and in which business development occurs primarily at strip clubs and

sports events, according to Bloomberg Law.

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# Successfully Navigating Media in Law Firm Mergers

***Insight***

Recent breaking news about the potential union of Dallas' Winstead and Atlanta-based Troutman Sanders is another example of how the media can quickly become a factor in private law firm mergers, writes Bruce Vincent in a blog post for Muse Communications.

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# King & Spalding Case Spotlights Response to Ethics Report

***News***

The associate thought the partners showed "poor judgment" in ignoring red flags, "even after it became clear that ZTE had repeatedly provided false information" to the court, according to Bloomberg Law.

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# Cravath Tops Milbank's Raises for Senior Associates

*News*

The race to top or match big law firms' salaries for associates took on another twist as Cravath Swaine & Moore announced it will be giving senior associates a hike that brings their compensation to $340,000.

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# Clients' Rate Concerns Slow the Spread of Associate Pay Bump

*News*

Firm billing rates for the largest 100 law firms rose last year, and an across-the-board raise could indicate another hike in billing, reports Bloomberg Law.

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# Milbank Takes Associate Starting Salaries to New Level

*News*

The raise will bring starting salaries for associates to

$190,000, up from the current $180,000, reports Bloomberg Law,

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# Biglaw Firm Gets Benchslapped Over ‘Astonishing’ Fee Request

***News***

Massachusetts Superior Court Judge Mitchell H. Kaplan criticized Latham for charging such a high fee “to file a brief that a first-year law student could write.”

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# Sheppard Mullin Conflict Waiver Case Puts Big Fee at Stake

***News***

The question for this case of first impression is whether a law firm needs to tell a sophisticated client about a specific conflict when it arises, or whether the firm can instead rely a boilerplate advance conflict waiver in the client’s engagement agreement, reports Bloomberg Law.

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# 15 Tips to Maximize Your Speaking Presentation

***Insight***

Pat Rafferty of Androvett Legal Media & Marketing offers some tips to maximize your experience and develop business before, during and after a presentation at a conference or other event.

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# Jobs-Based Law School Rankings Show Changes at the Top

***News***

The top three schools in the Law School Rankings compiled by Above the Law are different this year, with the University of Chicago Law School moving into the top slot.

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# Yes, This Is How Much a Biglaw Partner Working for One Week Bills

***News***

Above the Law has some advice for anyone who is shocked by a

billing rate of $700 an hour: Biglaw partners charge a lot for their services, so get over it.

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# What Politics Can Teach Law Firms About Getting Noticed

***Insight***

Law firms face some of the same challenges with their marketing that politicians deal with when trying to get elected, points out Amy Boardman Hunt in a blog post for Muse Communications.

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# $11 Million a Year for a Law Partner? Bidding War Grows at Top-Tier Firms

***News***

Kirkland has shaken up the profession and expanded its practice by poaching top partners from Cravath, Latham and Skadden Arps Meagher Slate & Flom, reports *The New York Times*.

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# Lawyers Need Vacations. Case Closed.

*News*

Skipping vacations can “be a set-up for anxiety, depression, alcoholism, and burnout, says the lead author of a study that found widespread mental health problems among attorneys.

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# Law Firm Avoids Email-Related Sanctions in Attorney Pay Suit

*News*

Sanctions aren’t warranted because there are no facts to suggest any potentially relevant emails were lost, the court ruled,

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# Dallas Trial Attorney Sues FindLaw in Dispute Over New Firm Website

*News*

Trial attorney Rogge Dunn has filed a lawsuit in Dallas County against FindLaw for alleged fraud and misrepresentation of

services the company provided for the new Rogge Dunn Group, PC firm website.