

Benesch Ranks Third in “Marketing the Law Firm’s” Top 50 Law Firms in Marketing and Communication

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CLEVELAND, OH - November 5, 2009 - Benesch, Friedlander, Coplan & Aronoff LLP has been ranked third among the top 50 law firms in marketing and communications, according to *Marketing the Law Firm’s* fifth annual MLF 50 listing, published in the November 2009 edition of the legal newsletter. Benesch is the only non-AmLaw 200 firm ranked in the top five on this national list.

Over the past four years, Benesch has taken steps to set itself apart as a leader in client service and development. A focus on branding has emphasized Benesch’s practice of building teams around its clients and building strong relationships with them. Lead by Chief Marketing Officer Jeanne Hammerstrom, the firm’s marketing, communications and business development activities have been strategically aligned to support the firm’s client service initiative and its overall strategic plan.

Marketing the Law Firm mentions Benesch’s efforts as being, “both innovative and rooted in business development.” Highlighted in the article are Benesch’s client service initiative, B-cast videocast series, webinar series, client team portal, recruiting campaign, Competitive Intelligence/Market Intelligence Team and client-focused advertising campaign and client assessment program.

About Benesch

Benesch is a seven-time winner of the NorthCoast 99 Award - Best Places to Work. In 2008, Benesch ranked #9 in the nation and #3 among our non AmLaw peers by The American Lawyer Mid-Level Associate Survey which examines associate satisfaction. With offices in Cleveland, Columbus, Philadelphia, Shanghai and Wilmington, Benesch’s practice and industry groups include Business Reorganization, the China Group, Compensation & Benefits, Construction, Commercial Finance & Banking, Corporate & Securities, Litigation, Energy, Health Care, Intellectual Property, Labor & Employment, Polymer Industry, Private Equity, Public Finance, Public Law, Real Estate & Environmental, Tax, Transportation & Logistics, and Estate Planning & Probate. For more information, visit www.beneschlaw.com.

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