

Brand Building and Buy-In: How a Strong Brand Can Drive Law Firm Growth

BYLINE ARTICLES | LESS THAN 1 MIN READ

April 11, 2025

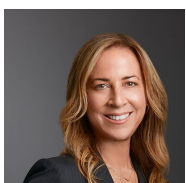
By: Julie Chodos and Judith McKay

Axinn chief marketing & business development officer [Julie Chodos](#) co-authored “Brand Building and Buy-In: How a Strong Brand Can Drive Law Firm Growth,” with Judith McKay of JEM3 Consulting, which appeared on Law.com.

The article covers the key strategies needed to develop a successful brand that resonates with both your people and your clients.

[Click here to read the article, a subscription is required.](#)

Related People



Julie Chodos

To subscribe to our publications, [click here](#).

Featured Insights

- GCR Live: Law Leaders Europe 2025
SPEAKING ENGAGEMENT ANTITRUST
- AHLA Annual Meeting 2025
SPEAKING ENGAGEMENT ANTITRUST
- SABA North America Annual Conference 2025
SPEAKING ENGAGEMENT ANTITRUST
- Navigating Compliance: How the 2025 Hart-Scott-Rodino Updates Are Impacting Businesses
WEBINAR ANTITRUST
- Volunteer Lawyers for the Arts – Champions of the Arts Awards and Gala 2025
SPONSORSHIP ANTITRUST
- Washington Lawyers' Committee for Civil Rights and Urban Affairs – 2025 Wiley A. Branton Awards Luncheon
SPONSORSHIP ANTITRUST
- Axinn Partners Named to WIPR's Leaders 2025 Directory
AWARDS & RECOGNITIONS INTELLECTUAL PROPERTY
- NJSBA Annual Meeting and Convention 2025
SPEAKING ENGAGEMENT INTELLECTUAL PROPERTY
- Trump's DOJ Stays the Course in Opposition to Shared Algorithmic Pricing
BYLINE ARTICLES ANTITRUST
- Cost-Effective and Efficient IP Litigation Strategies – Making Paragraph IV Litigation Work for You
WEBINAR INTELLECTUAL PROPERTY

