

## **Brooks Pierce Attorneys Quoted In Wall Street Journal And Aba Journal**

**May 20, 2009**

For the May 20 issue of the *Wall Street Journal*, Brooks Pierce attorneys Ed Winslow and Ed Turlington (pictured) were interviewed about the value of training lawyers in business development and marketing.

Winslow discussed the importance of always looking ahead, especially during economic downturns. Turlington discussed his positive experience working with Tom Kane, an outside consultant, in a 90-day coaching program. Brooks Pierce enlisted Kane to provide one-on-one attorney coaching on keeping existing clients happy and targeting new prospects.

The *ABA Journal* also covered the story in an article on legal marketing and consulting.