

Further Reading COLPM 2016 Futures Conference

Panel #5 - What will marketing and sales look like in the new world of legal services?

Patrick Fuller - Are you watching - and being watched - by your competition?

- Start with the fundamentals: Michael Porter's "[Competitive Strategy](#)" is required reading.
- Staying with HBS, [Blue Ocean Strategy](#) is a must if you're looking to identify uncontested marketspace.
- Thomas Davenport's "[Competing on Analytics](#)" is a must read for those looking to establish an analytical framework for intelligence-driven decision making.

Jaron Rubenstein - What will digital marketing look like?

- It's time to get technical. Marketers can no longer hide from the tech trends or delegate those to the "digital natives" on their teams. Check out:
 - Ars Technica: <http://arstechnica.com/>
 - Fast Company / Technology: <https://www.fastcompany.com/technology>
 - Google Science/Tech News: <https://news.google.com/news/section?ned=us&topic=t>
 - Some recent writings about technological innovation:
 - <http://www.economist.com/news/briefing/21594264-previous-technological-innovation-has-always-delivered-more-long-run-employment-not-less>
- Read what the marketing leaders are writing:
 - Think With Google: <https://www.thinkwithgoogle.com/>
 - Content Marketing Institute: <http://contentmarketinginstitute.com/>
 - RubyLaw Thought Leadership Series (Webinars):
<https://www.rubensteintech.com/events/>
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Will Hornsby - Will there still be a legal guild and how will ethics rules evolve?

- [Report on the Future of Legal Services in the United States](#), ABA Commission on the Future of Legal Services
- [Issues Paper Regarding Alternative Business Structures](#), ABA Commission on the Future of Legal Services
- [ABA Commission on Ethics 20/20](#)
- [The Legal Profession in the 21st Century](#) - a video from 1998. See the Arthur Miller-led discussion that begins at about 1:16 into the program. The blue ribbon panel reflects great apprehension for change.

William T. Garcia - How will clients hire law firms in 2026?

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Dan Pinnington – What will law look like in 2026?

- Legal Futures blog (<http://www.legalfutures.co.uk/blog>): Great source of news on what is happening in England and Wales on ABSs, legal regulation changes etc.
- *The future of law: The challenges and opportunities of practising law in a global village* article in LAWPRO Magazine by Dan Pinnington (<http://www.practicepro.ca/LawPROmag/Pinnington-Future-of-Law.pdf>): A good overview of the future of law and some of the challenges the profession faces.
- Futures: Transforming the Delivery of Legal Services in Canada (http://www.cba.org/CBAMediaLibrary/cba_na/PDFs/CBA%20Legal%20Futures%20PDFS/Futures-Final-eng.pdf) This report from the Canadian Bar Association offers insights on the changing legal marketplace, the value that lawyers will bring to the future of legal services in Canada and the opportunities that can arise from lawyers choosing to adapt to change.