

Do Chambers Ratings Matter? Survey Says No

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From HBC's Sound Bites Blog (www.hellermanbaretz.com/soundbites)

The [WSJ Law Blog](#) pointed us to a revealing article in the [Times of London](#) today about how General Counsels rely on—or, apparently, don't rely on—the Chambers directories. The full article is well worth a read, but here's the shocking nugget: only five percent of General Counsels use the Chambers directories as a guide when hiring outside firms.

That figure comes from a study performed by Acritas, a research firm that surveyed 500 “leading general counsels” on the issue. A commenter on the WSJ Law Blog who claims to be part of the research team at Acritas (and we have no reason to doubt her), claims that the figure for U.S. companies is even lower: only two percent found the directories “essential.”

HBC will be testing these results in the next edition of our study on the effectiveness of various business development activities with BTI Consulting. It will be very interesting to see how ratings services stack up.

In the meantime, try not to think about the facts you read above when you're putting together next year's Chambers submissions.