

Q: Our lawyers have been invited to be part of both *Best Lawyers* and *Who's Who*. Are those good? Should we participate?

A: "Best Lawyers" is thoroughly credible and, in my experience, the people who are selected truly belong there. Pick a practice area in your city where you know the names of the major players and I think you'll find them there. And in my experience, it's also a bit of a club -- where they occasionally use the books refer business to each other in far-flung cities. Lawyers who are in it are generally very proud of having been selected.

I believe that most of the "Who's Who" directory category are just simple mailing lists with fancy titles -- if you fill out the form, you're in. They *want* you to be in because they sell the mailing lists and make more money by having more names. The "screening" process typically involves a high-pressure salesperson calling to ask whether you want the \$200 wood wall plaque or the \$250 leather-bound volume that contains your name somewhere inside.

There's no real "honor" associated with the Who's Who series. The problem is that not everyone knows this, and so many people want to add their having been "selected" to their resumes. This might be OK for *Who's Who Among Elementary School Students* but, frankly, for high-level professionals, I think having this on their bio makes them look dim.

A number of years ago, just to double-check, we filled out the form and our 22-year-old secretary was promptly selected for *Who's Who in the World* or something like that.