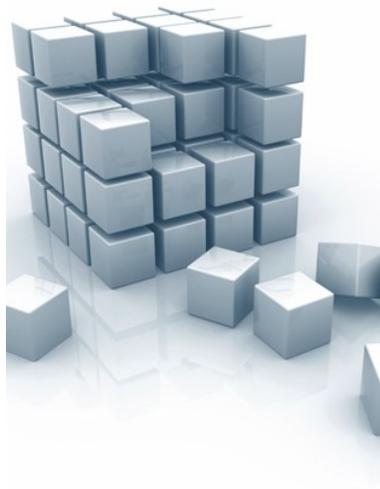


## **As the Legal Marketing Industry Shifts – We Can Differentiate By Making A Difference**

March 12th, 2010 by Kara

Sharon Rowlands, the CEO of Penton Media takes a retrospective look at the last year at Penton on B-to-B online. She makes note of how the media industry overall has shifted and how marketers in general need to differentiate themselves more, and have an even more in-depth comprehension of what their potential clients are looking for, so we can provide solutions that truly matter and make a difference in their lives.



As I restructure my business as a legal marketer and public relations professional, I often share my thoughts and insights here, so I wanted to give you an opportunity to hear what Sharon has to say, as well as hear your feedback.

**[Read the article on B-to-B](#)**

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**Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.**

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