

# Goodbye 'Marketing and Business Development.' Hello 'Strategic Growth'

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Law firms don't call their finance departments the "accounts receivable department" even though that's a key part of the job. Likewise, they don't call their human resources wing the "benefits department." Now, Boston-based Goulston & Storrs has applied the same logic to what used to be called its "marketing and business development department," rebranding it as the "strategic growth department."

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