

# Practice Innovations: Law firm pricing strategies in the post-pandemic world

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Although the impact of the pandemic varied across law firms and clients, there was a positive recognition that the fundamentals of good pricing were still required, economic downturn or not. As a raft of recent legal news stories testify, 2020 was nowhere as cataclysmic to the legal industry as feared — indeed, the opposite being true for many law firms that saw above average revenue growth of 5%.

Goulston & Storrs' Chief Value Officer, Chris Ende, outlines pricing strategies in a post-pandemic world.

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