

# Plunkett Cooney among nation's 'Best-Branded' law firms

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Based on research about why clients hire and recommend law firms, BTI Consulting has included Plunkett Cooney, one of the Midwest's oldest and largest law firms, among its "Brand Elite" for 2018.

BTI, one of the nation's leading data driven research firms, ranked Plunkett Cooney as one of 334 law firms in the nation to receive its Brand Elite 2018 designation, which is predicated on client perceptions about the best-branded law firms. Firms are only included on the list if BTI receives one or more specific, unprompted client mentions about the firm.

According to BTI, the client feedback reported about firms like Plunkett Cooney focused on such characteristics as being short-listed for new assignments, being a safe choice for complex and high-risk work, being tech-savvy and being seen as client service strategists.

Law firms were selected after in-depth interviews were conducted with more than 686 corporate counsel at the world's largest and most influential companies. Survey questions focused on what would lead each respondent to select, consider and hire a particular law firm based on nine distinct characteristics in three different categories – client experience, premium worthy and innovation.

Inclusion on the BTI Brand Elite 2018 list means corporate counsel consider Plunkett Cooney among the top 20 percent of all law firms most likely to be an industry leader over the long term.

In addition to the BTI Brand Elite 2018 designation, Plunkett Cooney has previously been named by the company as one of its Client Service A-Team members. The firm has also achieved the highest rating (AV) awarded by LexisNexis Martindale-Hubbell, a leading peer-to-peer review service to the legal industry.

Established in 1913, Plunkett Cooney employs over 150 attorneys in eight Michigan cities, Columbus, Ohio, Chicago, Illinois and Indianapolis, Indiana. The firm's practice includes extensive expertise in litigation, business law and legal services for individuals, including probate law, tax law, and trust and estate planning.

*For more information about Plunkett Cooney's inclusion by BTI Consulting on its Brand Elite 2018 list, contact the firm's Practice Development Manager John Cornwell at (248) 901-4008; [jcornwell@plunkettcooney.com](mailto:jcornwell@plunkettcooney.com).*



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PLUNKETT COONEY AMONG NATION'S 'BEST-BRANDED' LAW FIRMS Cont.

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