

KB KEVIN BROWN MARKETING & CONSULTING

The Specialists in Professional Services Marketing™ -- Founded 1991

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[Contact us](#) to sign-up for our "Client Bulletin" e-newsletter, which provides useful tips and articles on marketing topics for professionals.

Articles

Kevin W. Brown, M.B.A. is author of dozens of articles in publications such as "Orange County Lawyer," "Strategies—The Journal of Legal Marketing," "Marketing for Lawyers" (former member, Board of Editors), "The Orange County Register," the "Orange County Business Journal," "OC Metro," "National Public Accountant," "Marketing Strategies," "The Law Firm Advisor," and "LMA News." Some of his recent articles include:

- ["How to Select a Marketing Consultant"](#) -- reprinted with permission from "Strategies: The Journal of Legal Marketing," published by the Legal Marketing Association.
- ["The Multiple Weaknesses of Fad Marketing"](#) -- reprinted with permission from "Strategies: The Journal of Legal Marketing," published by the Legal Marketing Association.
- ["A Strategic Approach to Internet Marketing"](#) -- reprinted with permission from "Orange County Lawyer" magazine, published by the Orange County Bar Association.

Marketing Tips

[Marketing concept of the month](#)