

McGlinchey Stafford Honored Among Most Recommended Firms in BTI's Brand Elite 2017

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McGlinchey News Release

For the third consecutive year, McGlinchey Stafford has been recognized by the BTI Consulting Group as one of the firms general counsel recommend most to their peers.

This year's report, *BTI Brand Elite 2017: Client Perceptions of the Best-Branded Law Firms*, measures top-of-mind recognition of more than 400 law firms based on unbiased, direct feedback from interviews with corporate counsel companies with more than \$1 billion in revenue. McGlinchey Stafford's inclusion in *Brand Elite 2017* reflects the firm's solid reputation as a highly recommended firm, as well as an innovative player in the legal industry.

BTI conducted more than 600 one-on-one, in-depth interviews with corporate counsel to determine which law firms were most associated with the nine distinct characteristics driving the selection, consideration, and hire of law firms. These metrics include being perceived as a good choice for the most complex and high-risk work, being recommended to peers and colleagues without prompting, and using technology more effectively or in new ways to add value, among others.