

## INSIGHTS + NEWS

## Bowditch & Dewey listed on BTI Consulting Group's Honor Roll of Most Recommended Firms

MARCH 18, 2016

In the just-released *BTI Brand Elite 2016: Client Perceptions of the Best-Branded Law Firms*, Bowditch & Dewey earned a place on BTI's Honor Roll of Most Recommended Firms. Law firms are included on this list based on top-of-mind recognition by corporate counsel and other legal hiring decision makers. For the 2016 list, BTI Consulting Group interviewed more than 600 corporate counsel of large companies around the world, rating each firm on nine characteristics determining legal brand strength, including unprompted recommendation to peers, effective use of technology, and client experience.

Each and every law firm included in *BTI Brand Elite 2016: Client Perceptions of the Best-Branded Law Firms* is the direct result of a specific unprompted client citation. Legal decision makers were not presented with any law firms, by name, for the purpose of this analysis.