Content

CON.	DNTENT	
<u>TABL</u>	LES AND FIGURES	VIII
<u>ABBI</u>	REVIATIONS	IX
<u>1</u>	INTRODUCTION	1
1.1	PROBLEM DEFINITION	1
1.2	OBJECTIVES	1
	APPROACH	2
<u>2</u>	THE LEGAL SECTOR	4
2.1	THE GERMAN LEGAL MARKET	4
2.2	SELLING LEGAL SERVICES	7
2.3	RESTRICTIONS TO MARKETING IN THE GERMAN LEGAL MARKET	9
<u>3</u>	CORPORATE WEBSITES	11
3.1	COMMON ONLINE STRATEGIES	11
	Online Strategies in the wider business context	
3.1.2	ONLINE STRATEGIES IN THE LEGAL MARKET	13
	USER GROUPS	
	CUSTOMERS AND PROSPECTIVE CUSTOMERS	
	EMPLOYEES AND FUTURE EMPLOYEES	
3.2.3	Competitors	16
	Press	
	Success drivers of websites	
3.3.1	Overview	16

Benefits of a law firm's website

	TECHNICAL FEATURES	20
3.3.3	CONTENT-RELATED FEATURES	21
3.3.4	USER-INTERACTION RELATED FEATURES	22
3.4	BENEFITS OF A LAW FIRMS WEBSITE	24
3.4.1	Overview	24
3.4.2	EXPECTED BENEFITS FOR THE CLIENT	27
3.4.3	EXPECTED BENEFITS FOR THE LAW FIRM	32
<u>4</u>	THE HYPOTHESES	36
<u>5</u>	EMPIRICAL VERIFICATION OF THE HYPOTHESES	38
5.1	METHODOLOGY	38
		39
	DETAILED INTERVIEWEE ANALYSIS	
	SUMMARY OF THE INTERVIEWEE ANALYSIS	
5.4	THE INTERVIEWS	45
5.4.1	DETAILED ANALYSIS OF THE INTERVIEWS	46
5.4.2	SUMMARY OF THE INTERVIEW RESULTS	60
5.5	CRITICAL EVALUATION OF METHODOLOGY AND SUGGESTIONS FOR	FUTURE
RESEA	ARCH	62
<u>6</u>	APPLICABILITY TESTING	64
6.1	DISCUSSION OF THE HYPOTHESES	64
6.1.1	DISCUSSION OF HYPOTHESIS 1	64
6.1.2	DISCUSSION OF HYPOTHESIS 2	68
6.1.3	DISCUSSION OF HYPOTHESIS 3	71
6.2	CURRENT SITUATION IN THE LEGAL SECTOR	73
6.2.1	'Design' of Law firms' websites	
6.2.2	'CONTENT' OF LAW FIRMS' WEBSITES	74
6.2.3	'Usability' of law firms' websites	75
6.2.4		

Benefits of a law firm's website

<u>7</u>	RECOMMENDATIONS FOR AN ONLINE STRATEGY	78
7.4	F	70
	EVALUATION OF COMMON ONLINE STRATEGIES	
7.2		
7.2.1	MINIMUM ONLINE STRATEGY	80
	ADVANCED ONLINE STRATEGY	
7.2.3	EVALUATION OF RECOMMENDED STRATEGIES	83
<u>8</u>	CONCLUSION	84
<u>9</u>	BIBLIOGRAPHY	
9.1	BOOKS, ARTICLES, STUDIES	I
9.2	HOMEPAGES	IV
<u>10</u>	APPENDIX	V
10.1	THE INTERVIEW GUIDELINE	V