



BRIEF CASE

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Brand new GCs

A number of comments came in on last week's piece about law firm branding but the Benchmarking Report also commented on the general counsel "brand" and the clear imperative for GCs to break away from the perception of being just a lead lawyer. They have yet to reach the brand achieved by the finance director's transition to the role of CFO. The first step, surely, is to make the investment in the report (rather than seeing it as a cost) and reap the benefits of what is undoubtedly the most extensively researched material of its kind ever undertaken. Cheap at many times the price, I would have thought. After all, this is a \$2 billion market across Australia and New Zealand.