

From Combination to Cohesion: Client Feedback as a Strategic Integration Tool in Law Firm Mergers

When clients are informed of a pending merger, their primary interest is not the new firm name, logo, or org chart, Linda T. Sanders and Cory Strandson write.

WRITTEN BY

[Linda T. Sanders](#)

When Troutman Pepper Locke formed last year, we faced a familiar integration challenge shared by many merging law firms: how do we align people, processes, and cultures quickly, at scale, without disrupting clients and while preserving what they value most about each legacy firm?

[Click here to read the full article on *The American Lawyer*.](#)

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