



# Legal Marketing Launch Features DC Managing Partner Kathleen Cannon on Individual and Practice Group Business Development

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Partner [Kathleen Cannon](#) was interviewed in the latest Legal Marketing Launch podcast. The interview focused on business development strategies and successes for both herself and Kelley Drye's International Trade group. Ms. Cannon covered several topics including the firm's ongoing business development planning process and the importance of becoming an expert in a certain field.

To listen to the full interview, please [click here](#).