

Miller Canfield Named on BTI Brand Elite 2018 List

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Miller Canfield has again been named in law firm research organization BTI Consulting Group, Inc.'s *BTI Brand Elite 2018: Client Perceptions of the Best-Branded Law Firms*. According to the newly released report, Miller Canfield is among the top 20 percent of all law firms for making client-experience changes that other firms do not.

The Brand Elite report rates firms on nine key brand factors related to the client experience, quality of legal work and innovation.

"We are honored to be recognized for our reputation for providing high-quality and trusted service to clients," said Miller Canfield CEO Michael McGee. "We take great pride in the results we deliver, and in our client-focused approach to everything we do."

Based solely on in-depth interviews with more than 686 corporate counsel at the world's largest and most influential companies, the annual report recognizes law firms that have a strong brand that resonates with clients across a variety of industries.