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Creating Tomorrow - Today Insight Report

Baker & McKenzie, London has recently produced an Insight Report into the top strategic issues facing UK PLCs in 2004 and beyond. Entitled 'Creating Tomorrow - Today' and commissioned by Baker & McKenzie, the report is the result of independent research conducted with top tier management in 35 UK PLCs.

The principal motivation behind the study was to develop up-to-date, in-depth understanding of top UK management priorities, to determine the drivers and likely impact of key macro issues, methods decision makers will employ to respond - and what all of this means for the role of General Counsel. The report also highlights the significant opportunity which exists for General Counsel to further increase its profile with management and the Board. To view a full copy of the Report, please click on the file below:



[Insight Report.pdf](#)

Baker & McKenzie, London

Baker & McKenzie in London is a leading UK law firm in its own right. Being a key part of one of the world's largest and also the most internationally diverse of law firms gives us a unique global perspective. We play a leading role in the Firm's extensive European network, and linking with offices spanning six continents, we can provide our clients with a peerless combination of local and global expertise.

We primarily practice the full range of English commercial law, but we also have several specialists in US law who are resident in London, covering banking and finance, capital markets and tax. Our expertise and experience in our core practice areas is amply illustrated by our involvement in various notable transactions.

We place a very strong emphasis on training and professional development. Inter-location transfers, through our long established Associate Training Programme, are an important way in which our lawyers broaden their international experience for the long-term benefit of our clients.

In short, we offer you the benefit of working with local lawyers who have a strong international outlook, operating within an organisation with a distinctive, business friendly culture and a reputation for quality across the world.