

## Cahill Named to BTI "Brand Elite" 2018 List

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Cahill is proud to announce it has been named to the BTI "Brand Elite" 2018, an annual ranking of law firms with the best brand standing among GCs and top legal decision makers. Overall, the Firm ranked 89 out of 650 firms that were mentioned in BTI's client feedback sessions.

BTI's analysis measures top-of-mind recognition of 334 law firms based on unbiased, direct feedback from more than 686 in-depth interviews with corporate counsel at the world's largest organizations. During the course of one-on-one in-depth interviews conducted between February 2016 and January 2018, BTI probed clients as to which law firms they associate with the 9 distinct characteristics driving the selection, consideration and hire of new law firms.