

# 2018 BTI Brand Elite Recognizes Carlton Fields Among Top Law Firms for Brand and Use of Technology

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Carlton Fields is pleased to announce the firm is listed in the *BTI Brand Elite 2018: Client Perceptions of the Best-Branded Law Firms* as one of the best-branded law firms among general counsel and legal decision makers. Specifically, corporate counsel ranked Carlton Fields in the top 15% of all firms for using technology in new ways to add client value. For the 2018 report, BTI conducted in-depth interviews with more than 686 legal professionals from some of the largest and most influential companies around the world, asking about law firms' brands and performance pertaining to client experience, premium work, and innovation. Learn more about the [2018 BTI Brand Elite](#).

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