

New Book by Legal Strategy Expert Robert Bird Reveals How Legal Knowledge Can Be a Source of Competitive Advantage

Robert Bird's book shows how organizations can drive innovation and competitive advantage by integrating law into business strategy and leadership.



New York City, New York Jun 17, 2025 ([Issuewire.com](https://www.issuewire.com)) - We are proud to spotlight a revolutionary new book by our mentor, Robert Bird, titled [*Legal Knowledge in Organizations: A Source of Strategic and Competitive Advantage*](#). Published by Cambridge University Press, the book challenges traditional thinking by positioning legal knowledge as a strategic asset essential for navigating today's complex business environment.

A renowned professor of Business Law and the Eversource Energy Chair in Business Ethics at the University of Connecticut, Bird draws from over 20 years of writing, teaching, and practical engagement with legal strategy. This book offers organizations a transformative framework for harnessing legal expertise to drive innovation, cultivate ethical leadership, and deliver lasting value.

"Legal knowledge is not just a protective mechanism—it's a powerful tool for value creation and strategic growth," said Robert Bird. "When organizations embed legal insight into their core operations, they unlock new opportunities to lead with purpose, mitigate risk, and build trust."

The book delivers actionable insights for a wide audience. Corporate lawyers and law firms will learn

how to enhance client value by linking legal insights to strategic outcomes. Executives and managers can discover ways in which legal knowledge shapes decision-making, drives innovation, and fosters long-term competitiveness. For compliance professionals, the book offers guidance on building a proactive legal culture and developing effective risk management strategies. In-house counsel will find practical approaches to aligning legal functions with business objectives to create a sustainable competitive advantage.

Robert Bird's emphasis on ethics and integrity aligns closely with [Girl Power Talk](#)'s values. As a mentor to our team, he has consistently demonstrated the importance of combining deep knowledge with social responsibility.

"Robert has been instrumental in shaping how we view the intersection of law, leadership, and purpose," said Sameer Somal, Co-Founder of Girl Power Talk and CEO of [Blue Ocean Global Technology](#). "His work inspires our team to see legal awareness not as a constraint, but as a gateway to smarter, more ethical decision-making. This book is an essential guide for any organization committed to leading with integrity."

Legal Knowledge in Organizations: A Source of Strategic and Competitive Advantage blends theory with practical guidance, making it essential reading for today's business leaders, legal practitioners, and aspiring changemakers.

About Robert Bird

Robert Bird is a JD/MBA graduate of Boston University and a Professor of Business Law and the Eversource Energy Chair in Business Ethics at the University of Connecticut. Robert has authored over 80 publications, including works in the Journal of Law and Economics, American Business Law Journal, the Harvard Journal of Law and Public Policy, and the MIT Sloan Management Review. The winner of numerous research and teaching awards, Robert's mission is to empower professionals to view legal expertise as an essential driver of competitive advantage and organizational success.

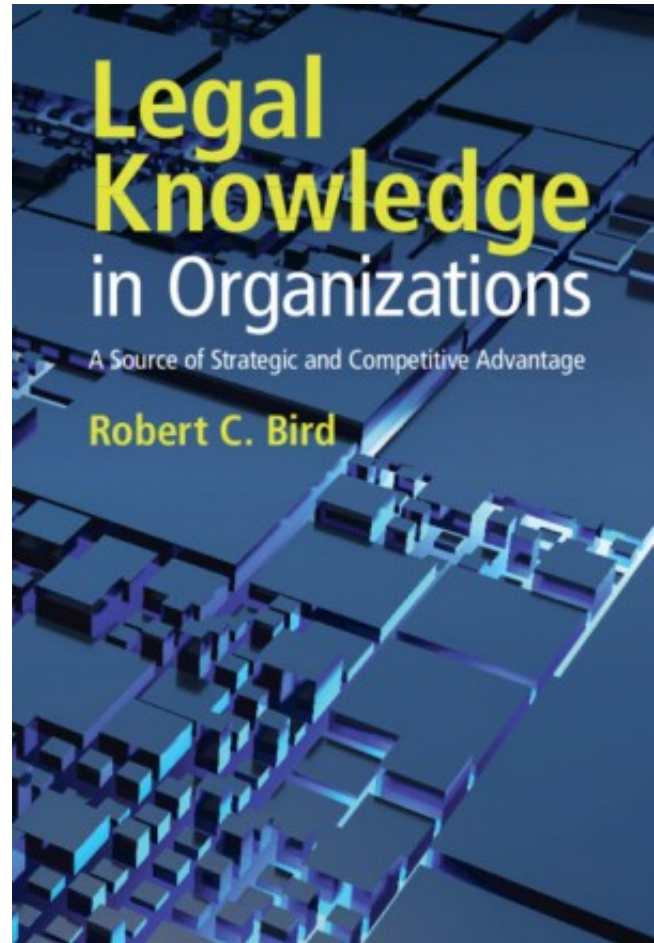
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