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**AttitudeConsulting, an international marketing, public relations and corporate development firm assessing law and professional services firms in the US, Europe and Latin America launches its headquarters in Miami, Florida**



The consolidation of Miami as the strategic hub of Latin American business, leads law firms, family of corporate finance firms to establish business in the city. In this same manner, Attitude Consulting, an international marketing, public relations and corporate development consulting firm opened its doors to assess law and professional services firms in their strategic growth and differentiation in the U.S., Europe and Latin America.

In traditional "It's So Miami" fashion, Attitude Consulting kicked off its opening with a launch party at Romero Britto exclusive gallery in Miami Beach. Romero Britto is both an internationally renowned pop artist and is a staple of art culture, where his work can be spotted throughout the city's most prestigious landmarks.

The event drew representatives from the corporate world: a broad group of American, European, and Latin American lawyers and executives from global corporations such as Yahoo!, Caterpillar, Western Union, HSBC, Accord, L'Oréal Caribbean; Spanish executives from Banco Santander, Sabadell, Indra and Amadeus; American and international firms: Squire Patton Boggs, Bird & Bird, Diaz-Reus; special guests from Latin America included Arias & Mui with prestigious local legal boutiques (Carballo Law, Berenbaum Law, Kim Vaughan Lerner Law, Aball Milne), institutional representatives from the Florida International University.

**Marie-Christine Battier**, Managing Director of Attitude Consulting, stated

"We are pleased to open our headquarters in Miami, a city strategically located to provide our clients with service. We want to be their outsourced marketing and business development department, and help them explore new territories by building strategic alliances with their peers in the U.S., Europe and Latin America. We expressed their difficulty in finding a full service PR, marketing and corporate development firm with an international focus, so we are convinced we will deliver their expectations."

For more information, visit [www.attitude-consulting.com](http://www.attitude-consulting.com) or contact **Gabriela Castelao** [gcastelao@attitude-consulting.com](mailto:gcastelao@attitude-consulting.com)