



*fig. 3: A peacock (Pavo cristatus) displaying*

A peacock's (*Pavo cristatus*) tail gives him almost no advantage in life. It stops him flying. It makes him more obvious to predators. And he burns up huge amounts of energy dragging it around all day. In fact, the only reason he has one at all is because other peacocks do. In this respect he's a lot like the notorious 'full service' law firm. Everyone thinks it's fabulous to be full service. But actually pulling it off is hard work. In fact, it's taken us decades to carefully build up a team of 140 top legal specialists. But now that we have, we can be truly sure none of them are there for show. And more importantly, so can our clients.

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