



NEWS WITH EDGE

January 2026

Hello from all of us at Edge!

AI feels a bit like magic, doesn't it? Blink and you have a draft. Click and there's a headline. Speed and novelty have dominated the conversation, and for good reason! But as more teams move from experimenting with AI to actually relying on it, a new set of questions is starting to matter more than ever.

In this month's article, Nicolle Martin digs into that shift: We delve into why the real challenge with AI is no longer whether or not it can generate content, but whether that content is precise, trustworthy and aligned with real business goals.

It also explores the growing importance of human judgment, accountability and strategy in ensuring your AI output is something you can confidently stand behind.

Ready to take it a step further? In the latest episode of *Edge Unscripted*, I sit down with Mary Obregon to talk about what comes after the novelty phase of generative AI. If your team is already using AI but questioning how to manage risk, ownership, and long-term impact, this is a smart moment to pause, reflect, and recalibrate.

Read on, listen in and reach out if you'd like to talk about how Edge can help you refine your intent, and align your content with your broader strategy.

Please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Looking forward to hearing from you,

Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.

JOIN THE CONVERSATION!

If you're excited about legal technology and want a front-row seat to the industry's hottest conversations, be sure to follow The Edge Room on LinkedIn.

The Edge Room is a virtual press room for events such as [Legalweek 2026](#), where you can share your insights, catch up on industry happenings, and stay in the loop with the latest trends, tools, and discussions that are shaping the future of legal operations and tech.

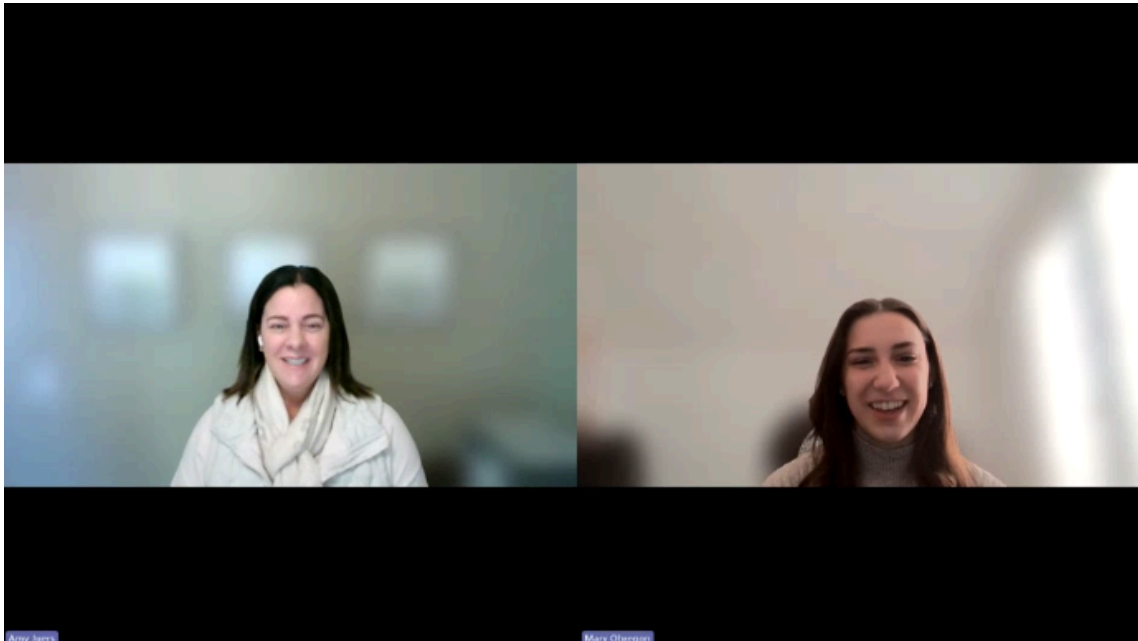


EDGE
Unscripted

From Hype to High Stakes: The New Rules of AI in B2B Marketing

In this episode of *Edge Unscripted*, host Amy Juers talks with strategist and marketer Mary Obregon about what comes after the novelty phase of generative AI. As B2B teams, especially those selling into legal and professional services, move beyond speed for speed's sake, the conversation shifts to precision, accountability, and brand risk. Amy and Mary unpack why generic "AI-powered" messaging often backfires, how unedited AI output can quietly dilute brand and strategy, and where the line must be drawn between what AI can support and what requires human judgment and ownership. It's a practical look at how organizations can build smarter guardrails and workflows for the next phase of AI adoption.

Let's go off script! [Click to check it out on YouTube!](#)



Is there a topic you'd like our experts to cover, or would you like to showcase your expertise in an upcoming podcast? [Let us know!](#)



Accountability and Precision Define the Next Phase of AI Adoption

For the last few years, the story around generative AI has been speed and novelty. AI could spin up a blog post, a social caption or a landing page draft in

seconds. But as organizations move from experimentation to real dependence on AI in their workflows, the bar is rising.

The mandate is no longer “Can AI do it?” Now, it’s “Can AI help us do it precisely, responsibly and in a way that actually moves the business forward?” That’s where the human factor becomes nonnegotiable.

[CLICK TO READ THE FULL ARTICLE](#)



[Legaltech News](#)

When AI Teaches Judgment
Instead of Answers

[ACC Docket](#)

Why a Structured but Agile
Discovery Approach is More
Necessary Than Ever

[UF Law E-Discovery Conference](#)

Feb. 24-26, 2026
Gainesville, FL, or
virtual

[Legalweek 2026](#)

Mar. 9-12, 2026
New York, NY

[ABA TECHSHOW](#)

Mar. 25-28, 2026
Chicago, IL

Have your say:



[Cast your vote](#) for the top vendors serving Georgia's legal industry, in Daily Report's Best of 2026 survey.

If you agree that Edge is a leader in PR and marketing for the legal industry, please consider voting for us in questions 35, 37, 38 and 39.

Voting closes on February 13th!

***"Learn from
one of the best!"***

With more than 25 years of strategic marketing experience and global practice, Edge Marketing founder and CEO, Amy Juers, recently published her first book, sharing her insight and advice for driving your team and your clients to the next level.

Check out [*The Marketing Edge*](#), available on Amazon!



Feel free to forward this newsletter to a colleague,
and contact us with any questions or comments.



Edge Marketing, Inc.

1234 Minnesota Street, 55077, Inver Grove Heights

This email was sent to {{ contact.EMAIL }}
You've received it because you've subscribed to our newsletter.

[View in browser](#) | [Unsubscribe](#)