

Courtroom
Persuasion 3d
Winning with Art,
Drama and Science

Russ M. Herman

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ACCOLADES FROM LEADING LAWYERS

Russ Herman made law for decades in hotel security liability, explosion and fire safety, and big tobacco's liability. He has been one of the premier jury trial lawyers in the USA for decades. A people's lawyer.

Russ teaches with examples of actual cases, how to prepare from the initial interview to verdict. Every lawyer in my office is required to read this book when hired and review it for every case preparation and trial. When lawyers and Judges ask me, "Where did you learn that?", The answer is Russ Herman. Russ teaches how to think, plan, prepare and execute at the highest level at trial!

Jack M. Bailey Jr., Partner,

Jack Bailey Law Corporation, Shreveport, Louisiana, and recognized as a top trial lawyer by numerous publications

This book is the mother lode, a treasure chest of the art of storytelling. Whether you are a seasoned trial lawyer or a newly licensed trial lawyer this will be your bible on the importance and meaning of storytelling.

Lisa Blue Baron, Ph.d, J.D,

Partner, Baron and Blue, Dallas, Texas, past President, American Association of Justice, and recognized as a top trial lawyer by numerous publications

Masterful! No one can touch Russ Herman's ability to persuade with a story, though we all aspire. Any trial lawyer without Russ's book will be at a disadvantage in front of a jury. I highly commend Courtroom Persuasion to my colleagues.

Julie Braman Kane,

Partner, Colson Hicks Eidson, Coral Gables, Florida, past President, American Association of Justice, and recognized as a top trial lawyer by numerous publications

In my 47 years of legal practice, I have never known a Trial Lawyer with greater persuasive capabilities than Russ Herman. In Courtroom Persuasion, he shares with us his brilliant insights to help each of us reach the highest level of effective advocacy.

David Casey, Jr,

Managing Partner, Casey Gerry Schenk Francavilla Blatt & Penfield LLP, past President, American Association of Justice, and recognized as a top trial lawyer by numerous publications

This is, hands down, one of the best books ever on handling plaintiffs' personal injury claims from intake through closing argument and everything in between. It is written by one of the most gifted trial lawyers in the nation. It is a tour de force from a great trial lawyer who shares all of his skills with every one of us.

Roxanne Conlin,

Partner/Owner, Roxanne Conlin & Associates, Des Moines, Iowa, past President, American Association of Justice, and recognized as a top trial lawyer by numerous publications

Russ Herman has proven that a great lawyer's value is not in handling great cases, but in making ordinary cases great. Would anyone think his astonishing book *Courtroom Persuasion* could get better? Well, it has! Choose to use Russ's wisdom to help those you have the honor to represent.

Greg Cusimano,

Partner, Cusimano, Roberts, Mills, and Knowlton, LLC, Gadsden, Alabama, founding principal, Winning Works, LLC, a national consulting firm, past president of the Alabama Association of Justice, served numerous leadership roles with the American Association of Justice, and recognized as a top trial lawyer by numerous publications

Russ Herman's book is a treasure trove for any lawyer in the jury trial area, whether experienced or not. Truly, Russ is one of a kind, and in sharing his jury trial tips and techniques, we should all be forever grateful.

Mike Gertler,

Managing partner and one of the founders of The Gertler Law Firm, LLP, New Orleans, Louisiana, and recognized as a top trial lawyer by numerous publications

I have read and reviewed countless trial strategy books by trial lawyers. Russ Herman's treatise tops them all. *Courtroom Persuasion 3d* is a must read for all aspiring young and not so young trial lawyers and I would recommend law schools list it as the Trial Advocacy course text.

Robert L Habush,

Past chairman, Habush, Habush, and Rottier, Milwaukee, Wisconsin, and past President, American Association of Justice, and recognized as a top trial lawyer by numerous publications

I have known Russ for almost 30 years. He is an unparalleled advocate. This 3rd Edition of "Courtroom Persuasion" is his best yet. There is a great deal in it for every trial lawyer, from the *Novice to the Emeritus*.

James B. Irwin,

Founding partner, Irwin Fritchie Urquhart & Moore, Covington, Louisiana, and recognized as a top trial lawyer by numerous publications.



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For decades, Russ has led our country in not only top trial practice, but also in top trial teaching. Read this book and you will find out why! Don't miss this.

Mark Lanier,

Founder and CEO, Lanier Law Firm, with offices in New York, Houston, Los Angeles and Oklahoma City, and recognized as a top trial lawyer by numerous publications

Russ Herman is one of the finest trial lawyers I have ever met. He has been a role model for me for many years. He has taught so many of us so many things for so many years. His books are always amongst the most informative and best written.

Mark Mandell,

Partner, Mandell, Boisclair, and Mandell, Providence, Rhode Island, and past President, American Association of Justice, recognized as a top trial lawyer by numerous publications

At the heart of every trial is a story. And verdicts can turn on the presentation by the advocate – the storyteller in the courtroom. Russ Herman is a consummate storyteller himself, and, in this book, presents some gems of storytelling for the courtroom lawyer.

Douglas Marvin,

Practicing attorney in Washington, DC, and recognized as a top trial lawyer by numerous publications

Russ Herman is the trial lawyer's Pied Piper. Where he goes, we follow. When he speaks, we listen. When he writes, we read. This is another masterpiece from a living legend.

John Morgan,

Founding partner, Morgan and Morgan, with numerous offices in Florida and nationally, and recognized as a top trial lawyer by numerous publications

For decades Russ Herman has been an innovative leader in the courtroom and of the trial bar generally. He is a larger than life master of the courtroom - *his stage*. *Courtroom Persuasion* can help any lawyer be a better advocate in the courtroom.

James Roy,

Senior partner and managing member, Domengeaux Wright Roy & Edwards LLC, Lafayette, Louisiana, and recognized as a top trial lawyer by numerous publications

Whenever I'm asked who I believe is the best trial lawyer I know, my response is: "Russ Herman - there may be some as talented but none better." This book is his best yet. It is a primer for all trial lawyers who want to continue to learn and grow. How do I know these qualities about Russ Herman? I'm his brother. Read the book. You will learn while enjoying the art and meaning of the "practice of law."

Maury A. Herman,

Senior Partner and of counsel, Herman, Herman & Katz, New Orleans Louisiana, managing Partner of the national firm HERMAN GEREL, past president of the Louisiana Association of Justice and recognized as a top trial lawyer by numerous publications

When I was a kid, my friends and I used to sneak into the solarium and listen to my dad's Humor in the Courtroom stories on an old cassette deck; I knew it almost by heart. In high school, I went with my mom to see him speak at a convention in San Francisco, and I remember the hotel workers dragging each other out of the kitchen, ("you gotta see this guy"), to stand in the back of the room, listening.

Steve Herman,

Partner, Herman, Herman & Katz, New Orleans Louisiana, past president of the Louisiana Association of Justice, and recognized as a top trial lawyer by numerous publications

This work, in only one volume, can transform your practice. It covers material you'll not find elsewhere. This book is like its author. Serious, but full of fun. Plain spoken and direct. On the cutting edge, but without forgetting the good from the past. A brilliant teacher.

Ken Suggs,

Principal, Janet, Janet, & Suggs, Columbia, South Carolina, past President, American Association of Justice, and recognized as a top trial lawyer by numerous publications

Russ Herman takes the reader through decades of courtroom challenges in a way that is immediately engaging, incredibly insightful, and always colorful. Every page of Courtroom Persuasion is at once an illuminating read for the courtroom veteran and a valuable resource for the aspiring trial lawyer.

Gibson Vance,

Principal, Beasley, Allen, Crow, Methvin, Portis & Miles, PC, Montgomery, Alabama, past President, American Association of Justice, and recognized as a top trial lawyer by numerous publications

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Russ M. Herman is a Senior Partner of Herman, Herman & Katz, L.L.C., and a past president of the American Association of Justice (AAJ). A legendary trial lawyer, Mr. Herman has won billions in verdicts and settlements for his clients over the course of his career, including serving as a lead counsel in *Scott v. American Tobacco*, where he secured a \$591 million verdict for plaintiffs. Among his many accolades include inclusion in Best Lawyers in America, Louisiana Super Lawyers, Lawdragon's Top 500 Leading Lawyers in America, Legal 500, Top 500 Litigators in the United States, and the Trial Lawyer Hall of Fame. He has also been the recipient of AAJ's Leonard M. Ring Champion of Justice Award, the highest honor bestowed by AAJ, as well as AAJ's Lifetime Achievement Award, AAJ's Joe Tonahill Award, and the American Bar Association's Tort Trial and Insurance Section's Pursuit of Justice Award.

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