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Courtroom Persuasion 3d: Winning with Art, Drama, and Science

2021 edition

By Russ M. Herman

Enclosed is the 2021 edition to Courtroom Persuasion 3d. This enclosure completely replaces any previous edition. Please note that, for ease of handling, the materials in this shipment may ship in more than one box.

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Highlights

Learn from a master litigator as he shares his trial wisdom. Russ M. Herman is one of the top trial lawyers in the country. From storytelling and developing a storyline for a case to case preparation and presentation, opening statement, direct examination, cross examination, and closing argument, Mr. Herman provides tips, strategies, and war stories. In this new edition, Mr. Herman includes chapters on courtroom environment, jury selection, jurymetric surveys, focus groups, mock trials, and jury questionnaires.

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