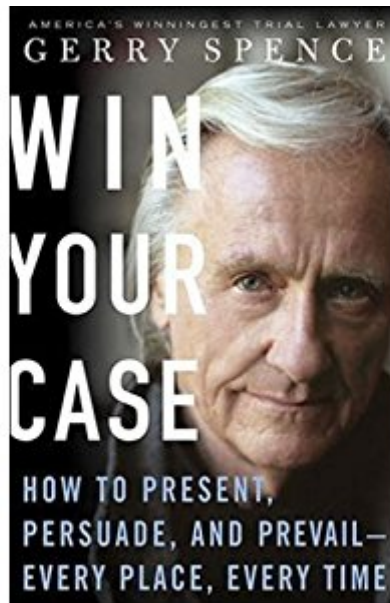


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# Win Your Case: How To Present, Persuade, And Prevail, Every Place, Every Time



## **Synopsis**

Gerry Spence is perhaps America's most renowned and successful trial lawyer, a man known for his deep convictions and his powerful courtroom presentations when he argues on behalf of ordinary people. Frequently pitted against teams of lawyers thrown against him by major corporate or government interests, he has never lost a criminal case and has not lost a civil jury trial since 1969. In *Win Your Case*, Spence shares a lifetime of experience teaching you how to win in any arena—the courtroom, the boardroom, the sales call, the salary review, the town council meeting—every venue where a case is to be made against adversaries who oppose the justice you seek. Relying on the successful courtroom methods he has developed over more than half a century, Spence shows both lawyers and laypersons how you can win your cases as he takes you step by step through the elements of a trial—from jury selection, the opening statement, the presentation of witnesses, their cross-examinations, and finally to the closing argument itself. Spence teaches you how to prepare yourselves for these wars. Then he leads you through the new, cutting-edge methods he uses in discovering the story in which you form the evidence into a compelling narrative, discover the point of view of the decision maker, anticipate and answer the counterarguments, and finally conclude the case with a winning final argument. To make a winning presentation, you are taught to prepare the power-person (the jury, the judge, the boss, the customer, the board) to hear your case. You are shown that your emotions, and theirs, are the source of your winning. You learn the power of your own fear, of honesty and caring and, yes, of love. You are instructed on how to role-play through the use of the psychodramatic technique, to both discover and tell the story of the case, and, at last, to pull it all together into the winning final argument. Whether you are presenting your case to a judge, a jury, a boss, a committee, or a customer, *Win Your Case* is an indispensable guide to success in every walk of life, in and out of the courtroom. --This text refers to the Paperback edition.

## **Book Information**

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## Customer Reviews

This book should be required reading to graduate law school...perhaps in the final year, after you've had the humanity and compassion excised from your intellect. It reminded me that justice is not the result of brilliant analysis and cautious measurement in a sterile laboratory. It is about passion and compassion, courage overcoming fear, using professional skills, tactics, strategies and 'weapons' to protect the weak or less fortunate. Gerry Spence argues movingly -- as one might imagine he would -- for connection in a disconnected world. He pushes attorney readers to strive to connect with the jury, judge and even opposing counsel, with genuine emotion, conviction and hope. This book should guide you to winning far more cases.

Gerry Spence is the kind of lawyer everyone wishes to represent them in court. He certainly could have saved my business when crooked bankers backed out on loan commitments and threw me to the wolves. I highly recommend this book to all who want to win their case, what ever it may be. I know you will learn a lot about seeking justice by getting the truth from witnesses and defeating the bullies using his methods of presenting your case. Tell your lawyer to read it!

NOT JUST FOR LAWYERS, READ IT I LOVE IT, WAIT UNTIL YOU LEARN HOW MUCH PREP GOES IN TO A TRAIL NO WONDER HE DID NOT LOOSE! This also applies to EVERYDAY LIFE I have READ It now Every couple of years, and I started out unsure if I would like this guy, I think he is one of brightest BEST in WORLD I am not one for letting guilty ones go, BUT If there is a DOUBT Then you have TO ERA on the INNOCENT SIDE as it is only by the grace of god there go you or I

I bought this book yesterday and spent part of today today going through it. I have always loved Gerry Spence and followed him for years. You can't go wrong with his approach. He's very hardcore into using the emotional piece of your case to sell it to the jury. He includes lots of examples from his own cases so you can follow along. I can only think of a few true American hero trial lawyers and he is one of them. I recommend this book highly.

An excellent book on persuasion and on always being better prepared than the people you're

arguing with. The author shows that empathy is not an important part but the core and most fundamental basis for arguing for something. And also, I wouldn't want to be on the opposing side of a discussion with him... The narrative showcases several real and interesting court cases, mixed with the reasoning for how the defense/accusation would/should be prepared and enacted. The writing is very clear and lively, and the author tries to educate on an important lesson in each chapter. Even though the context is the court, and legal scenarios, this book is very convincing, educational and entertaining. I would advise it to anyone.

Very helpful strategies to help you win in court.

I have truly learned a great deal about law and the legal process from reading those books; they have truly surpassed all expectations.

Great product and great seller. Thx!!

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