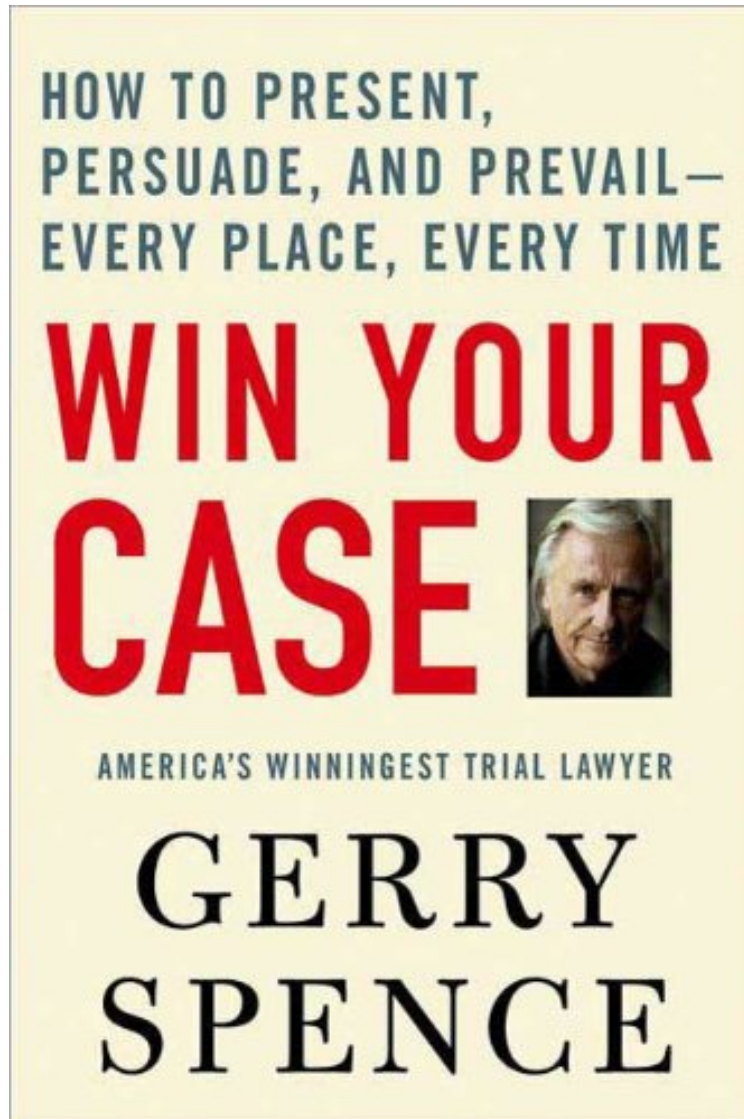


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Win Your Case: How to Present, Persuade, and Prevail--Every Place, Every Time

Gerry Spence

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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. 1 of 1 people found the following review helpful. You will learn a lot about seeking justice. By Wayne A. Patterson 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! 0 of 0 people found the following review helpful. This is the absolute bible when it comes to psychology ... By Zach Arnold This is the absolute bible when it comes to psychology and persuasion. The chapters are so detailed that it really requires multiple readings and lots of note-taking to process the wisdom instilled but it is so worth it. This isn't a book about civil procedure per se -- it's a book about everything else. Before your case, studying what jurors think, how to do a real focus group, extracting information and reading a room, lessons that can be used for depositions, and then of course trial practice. The book is very honest about treating each other as humans and embracing what we have (or don't have) to create emotional connections that are lasting.

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.

From Publishers Weekly Spence's cowboy Uncle Slim once said, "You can't get nowhere with a thousand-dollar saddle on a ten-dollar horse." Noted trial lawyer Spence (*How to Argue and Win Every Time*) applies this principle to anyone making a case, whether to a jury, a customer or a boss. Tricks and techniques are the high-priced saddle, he says; more important is the person making the case. Thus his method focuses on "the power of being genuine." Even fear, he says, can be used to one's advantage by connecting to the decision maker's own fear. The book first focuses on preparing for the "war" (as Spence calls every case) by discovering this power in oneself. Then it deals with waging the war: improving one's storytelling skills, conducting effective opening and closing statements and using witnesses. He makes a persuasive case for his approach, but his advice is often overwrought and overwritten ("Although we are the same in countless ways, we are, nevertheless, as different from one another as a diamond from rubies, which makes each stone unique, beautiful, and valuable"). Spence's tenets also get lost in his tirade about the injustices of the legal system. It's clear why Spence wins his cases, but he won't necessarily win readers over with this volume. (June 8) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Praise for *How to Argue and Win Every Time* by Gerry Spence, narrated by the author: "As a course in integrity, love and talking from the heart, this program delivers in style and substance." -AudioFile "Gerry Spence has become the Socrates of Jackson Hole." -Larry McMurtry "Gerry Spence is one of America's last true originals--a man who thinks as brilliantly as he lives, who writes as compellingly as he talks, and who practices law as faithfully as most people practice religion." -- Dan Rather