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All prices valid through September 30, 2011.
2010 has been a year of preparation for the major changes that you will see in 2011. Just as this catalog goes to print, the American Association for Justice (AAJ), formerly the Association of Trial Lawyers of America (ATLA), has launched a new copublishing agreement with Trial Guides. The publication of William Barton’s *Recovering for Psychological Injuries*, third edition, is the first joint AAJ-Trial Guides title. More titles will follow in 2011.

This year has also seen the beginning of the Trial Guides Advocates Archive. We have undertaken a nationwide campaign to obtain every high quality audio and video program pertaining to civil plaintiff’s work. We are receiving recordings from throughout the country going back several decades, and reviewing each to select the best material that continues to resonate today. When we find a great recording, we provide the county, state, or national trial lawyer association with royalties to help support the plaintiff’s bar. The first products of these relationships are contained in this catalog: videos featuring Bill Barton, Dr. Michael Free- man, David Wenner, and Eric Oliver. But, many more are coming from AAJ, state TLAs, and law schools.

Our goal is to make you the best lawyer you can be, by educating you on compelling case presentations, winning trial themes, and the most effective methods of dealing with problematic defense tactics. By immersing yourself in Trial Guides products, you can take a wealth of winning litigation tactics and make them your own. The nation’s leading trial lawyers are loyal Trial Guides customers because they realize that we only create and distribute the best resources. They recognize that what worked ten years ago may no longer work. Our products address current litigation issues head-on, discussing how to frame cases and anticipate jurors corrupted by tort reform.

Trial Guides is a different kind of company. We only publish books for plaintiff’s lawyers, and will never publish products aimed at helping the defense. We cater to real trial lawyers—those of you who won’t accept pennies on the dollar for your clients’ cases. This commitment to you and your clients is why the nation’s finest trial lawyers, jury consultants, and expert authors choose Trial Guides as their legal publisher.

We wish you the best in all your trials.
The Life You Save
Nine Steps to Finding the Best Medical Care and Avoiding the Worst
Patrick Malone

Medical mistakes claim more lives each year than breast cancer, AIDS, and motor-vehicle crashes combined. Luckily, you can take preventative steps to keep you and your family safe and healthy by finding the very best care in the world. In this new book, attorney Patrick Malone, co-author of Rules of the Road, offers sensible advice and real-life anecdotes that will inspire you to take charge of your own health care, make the best choices, and avoid serious harm. With an extensive resources section and a chapter on what to do if medical error has occurred, The Life You Save is the guide to getting the health care you need and deserve. This book is a must have not only for you and your family, but for every client who steps in your office.

Paperback
296 pages
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White Paperback
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$95.00
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Rules of the Road™
A Plaintiff Lawyer’s Guide to Proving Liability
Rick Friedman & Patrick Malone

Rules of the Road is America’s best-selling text on proving liability. In the five years since its original release, it has helped lawyers throughout the country win six-, seven-, and eight-figure verdicts in cases with difficult liability. The book is the basis of an AAL Trial College, the topic of many CLE lectures by the country’s leading lawyers, and is taught in trial advocacy classes at law schools.

The authors have now honed this ground-breaking work in this second edition. In addition to revisions throughout the book clarifying concepts in the first edition, Friedman and Malone have added six new chapters and three appendices. They cover the differences between rules and principles, how to troubleshoot your rules, and how to fit Rules of the Road techniques into your case themes. They discuss how to use rules earlier in the case, through motions in limine and voir dire. They include samples of rules from a variety of types of cases, including medical malpractice, product liability, insurance claims practice cases, and many more.

In addition to their own experiences in the last five years of trying cases with the Rules of the Road technique, the authors include contributions from other successful attorneys, and they teach you how to use these tools to win your own trials.

Reviews
“...the second edition of Rules of the Road is among the most necessary trial advocacy books ever written. The first edition forever altered how we try cases. The second edition is even more important. Much here is new, and it’s essential.”
—David Ball, author of David Ball on Damages and Reptile

“When choosing a guide to framing your legal arguments, there is no better choice than Rules of the Road. Rick Friedman and Patrick Malone have created a resource that is both comprehensive and user-friendly.”
—Don Reaves, author of Apple and 365 Ways to Keep Kids Safe, and member of the Inner Circle of Advocates

“...the second edition explains in simple terms a winning strategy for framing rules from irrefutable principles. It’s an antidote to the defendant’s efforts to confound and confuse. A must-read for all plaintiff’s attorneys.”
—Anthony Tamburelli, 2009–2010 president of the American Association for Justice

Patrick Malone
TRIAL ATTORNEY

Patrick Malone is one of the leading attorneys in the eastern United States who represents victims of serious personal injuries against doctors, hospitals, drug manufacturers, government agencies, and other defendants. He has won a long series of exceptional verdicts and settlements for his clients. He frequently teaches lawyer groups about cutting-edge techniques in trial advocacy. His verdict in Benedi v. McNeil PPC remains one of the largest collected judgments against a pharmaceutical company. Malone was an award-winning investigative journalist before attending Yale Law School. He is a member of the Inner Circle of Advocates and is listed in the Lawdragon 500 Leading Lawyers in America and The Best Lawyers in America.

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Polarizing the Case
Exposing & Defeating the Malingering Myth

Rick Friedman

WITH RULES OF THE ROAD, RICK FRIEDMAN (WITH CO-AUTHOR PATRICK MALONE) CHANGED THE WAY THOUSANDS OF PLAINTIFF’S LAWYERS TRY THEIR CASES. IN THE PROCESS, HE ESTABLISHED HIMSELF AS ONE OF THE NATION’S LEADING TACTICIANS IN THE BATTLE FOR CIVIL JUSTICE.

WITH POLARIZING THE CASE, FRIEDMAN TEACHES US NOT TO FEAR ALLEGATIONS OR INSINUATIONS THAT OUR CLIENT IS MALINGERING OR EXAGGERATING INJURIES. INSTEAD HE PROVIDES, IN HIS OWN WORDS, “A GUIDEBOOK FOR WRAPPING THE MALINGERING DEFENSE AROUND THE DEFENSE LAWYER’S NECK AND STRANGLING HIM WITH IT.”

“STUNNINGLY SIMPLE IN CONCEPT, YET MORE EFFECTIVE THAN ANY OTHER APPROACH I’VE SEEN TO NEUTRALIZE UNFAIR DEFENSE DOCTORS.”
—KAREN KOCHLER, AUTHOR OF LITIGATING MINOR INJURY SOFT TISSUE CASES, AND LISTED IN THE BEST LAWYERS IN AMERICA.

“POLARIZING THE CASE TEACHES LAWYERS TO TURN TABLES ON MALINGERING DEFENSE.”
—STEVEN L. SHAW, EDITOR-IN-CHIEF OF THE WASHINGTON STATE ASSOCIATION FOR JUSTICE TRIAL NEWS.

SUCCES S STORY
“BEFORE TRIAL, WE WERE OFFERED NOTHING. AT TRIAL, I USED POLARIZING THE CASE FOR THE FIRST TIME. MY CLIENT HAD $17,000 IN MEDICAL BILLS FOR ROTATOR CUFF SURGERY. THE JURY RETURNED A VERDICT OF $500,000. POLARIZING THE CASE IS A MASTERPIECE THAT I RECOMMEND TO EVERY PLAINTIFF’S ATTORNEY!”
—LARRY V. ROBERTS
Winning Trial Strategies
Framing Issues and Attitudes for Trial

In this video, Rick Friedman, one of America’s leading trial lawyers, provides you with the keys to winning trials in a time of overwhelming jury bias. First, he helps you consider your theme and strategy for trial using his Rules of the Road technique, and teaches you how to use it from the pleading through discovery and trial. Next, he moves to defeating the malingering defense, a common and extremely effective method which defense lawyers use in personal injury, medical malpractice, and disability claims. He demonstrates his case polarization method from his book Polarizing the Case: Exposing and Defeating the Malingering Myth. Finally, he concludes with advice on how plaintiff’s lawyers should conduct themselves at trial.

Moral Core Advocacy
Finding the Heart of Your Case

Rick Friedman is one of the finest trial lawyers in the country. This CD and DVD set, filmed at Rick’s keynote address for the Consumer Attorneys of California convention, marks the debut of his newest trial concept—Moral Core Advocacy. In what is called “the manifesto for the plaintiff’s bar of the twenty-first century,” Rick delivers practical advice on finding and advocating for the moral core of your case. Lawyers throughout the country who have heard Rick lecture on the topic are talking about how Moral Core Advocacy has changed the way they consider, try, and win cases. Now you can see and hear for yourself what all the talk is about.
David Ball
TRIAL CONSULTANT

David Ball, founding partner of Miller Malekpour & Ball Inc., is a nationally known trial consultant, communications expert, and best-selling author. He specializes in focus groups, case analysis, presentation, damages strategies, and jury selection. Dr. Ball is the nation’s leading expert on presenting damages at trial, and is known for his insight into methods of explaining difficult cases, identifying and dealing with case weaknesses, turning case problems into strengths, and focus group techniques. He comes to trial consulting as a widely recognized director, playwright, and producer; a pioneer of methods for adapting theatrical presentation for use in trial. Dr. Ball is a recipient of the Charles Becton Award for Excellence in Teaching Trial Advocacy.

Portrait by Jonathan Cunningham

David Ball on Damages 3

DAVID BALL ON DAMAGES HAS BEEN AMERICA’S BEST SELLING TEXT ON PROVING DAMAGES. Now, David Ball on Damages 3 teaches you how to integrate the Reptile and Rules of the Road methods, along with new voir dire techniques, into the classic Damages method. Damages 3 provides step-by-step guidance on how to prepare opening statements, how to handle cross examinations and defense “expert” examinations, and new, key methods that explain the relationship between liability and damages.

David Ball on Damages 3 is filled with improvements and refinements based on thousands of hours of research and real case preparation that Ball and his partners, Artemis Malekpour and Debra Miller, have uncovered since the second edition’s 1995 release. Ball explains why jurors give, why they do not, and how to motivate them to provide a large verdict. Damages 3 provides practical, effective, and innovative methods for pursuing damages, while alerting readers to pitfalls that both new and experienced attorneys are prone to. The techniques and tools provided in Damages 3 counter sophisticated opposition tactics, the public mood, and laws and rules that continue to grow more hostile.

David Ball refuses to do new editions of his books unless there is enough substantial new material to make a new edition necessary and worthwhile. David Ball on Damages 3 takes “Ball Veterans” giant steps beyond the last edition, and quickly brings newcomers up to speed.
Winning the Unwinnable Case

David Ball & Gary C. Johnson

This video features David Ball interviewing Gary C. Johnson about his inspiring success story in a nearly impossible case. A series of focus groups conducted in the months before the trial showed just how difficult the case would be to win. Instead of backing away from an unwinnable case, Gary Johnson leveraged the facts and used the most difficult issues to his advantage. The approach turned this unwinnable case into what is believed to be the largest verdict ever given to an individual for a company’s environmental negligence. This discussion will help you see how to deal with common problems encountered in nearly every personal injury case, and inspire you to stand strong in the face of uncertainty. You will find yourself playing this discussion over and over, before every difficult trial you ever face.

Focus Groups

How to Do Your Own Jury Research

David Ball with Debra Miller & Artemis Malekpour

Many trial lawyers wrongly believe focus groups are complicated, expensive, and impossible to do on your own. With David Ball’s DVD Focus Groups: How to Do Your Own Jury Research, you or your staff can run a focus group with ease. In this DVD, David Ball and his partners Debra Miller and Artemis Malekpour explain how to set up, conduct, and analyze your own high quality focus group. Further, Dr. Ball and his partners teach you how to apply the research to keep you from misinterpreting the results. With these techniques, you can maximize the value of the focus group data and decide the all-important question: settle or try.

The DVD includes a complete set of focus group forms that you can use and re-use in your cases, including all the necessary documents and juror response forms you’ll need. The video instructs on the use of these forms in your focus group.
On June 16, I obtained judgment on verdict for $5.5 million…using the lessons I learned at the Reptile seminar in Atlanta back in May. Evidence showed that other companies were doing the same and I argued to the jury the community purpose behind a large verdict.

—Keith Fryer, Esq., Alpharetta, Georgia

I used David’s suggestions in trial… and won an $84,000,000 verdict against U-Haul Corp. Additionally, last May I won a $4.6 million verdict following this argument pattern in an apartment fire death case.

—Marquette Wolf, Ted B. Lyon & Assoc., Mesquite, Texas

This must-have book will supplement your use of David Ball on Damages and Rick Friedman’s and Patrick Malone’s Rules of the Road, giving you the knowledge you need to help jurors do the right thing, and help you win. Do not try another case before you read this book and learn the new research!

—Don C. Keenan

Don Keenan has handled children’s cases in forty-two states and five foreign countries, amassing 142 verdicts and settlements over $1 million, including five over $10 million and one over $100 million. He received the Trial Lawyer of the Year award, Oprah Winfrey’s “People of Courage” distinction, the Ellis Island Medal of Honor, and the highest honor of his state bar, The Tradition Of Excellence Award. One of the foremost child advocates in the country, Don’s non-profit Keenan’s Kids Foundation has gathered 382,000 items of clothing for kids at risk, made 532,000 bologna and cheese sandwiches for children’s shelters, and conducted several national safety projects, such as Playground Safety Project and Toy Safety.

Don C. Keenan
TRIAL ATTORNEY

Reptile
The 2009 Manual of the Plaintiff’s Revolution
Don C. Keenan & David Ball

Even before its release, the demand for this book sold out its first printing, making it the largest pre-release sales ever for a trial technique book. Together, David Ball and Don Keenan are revolutionizing plaintiff’s law with Reptile: The 2009 Manual of the Plaintiff’s Revolution. Learn about the reptilian brain, and how and why jurors make the decisions they do. This ground-breaking new research from Ball, Keenan, Jim Fitzgerald, and Gary C. Johnson teaches you how to make tort reform have less impact on juries. Using the jurors’ most primitive instincts of safety and self-preservation, you can show jurors that your case isn’t only about getting justice for your client, but about the safety of their own families, friends, and communities.

This must-have book will supplement your use of David Ball on Damages and Rick Friedman’s and Patrick Malone’s Rules of the Road, giving you the knowledge you need to help jurors do the right thing, and help you win. Do not try another case before you read this book and learn the new research!

Paperback
330 pages
ISBN: 978-0-9774425-5-3
$95.00
Reptile: Witness Preparation
The Keenan Law Firm’s Method to Witness Preparation

Don C. Keenan & David Ball

This Reptile: Witness Preparation DVD will supplement your use of the Reptile concepts. Expanding on the Reptile book and live seminars with Don Keenan and David Ball, this DVD teaches the Keenan Law Firm’s Reptilian method to Witness Preparation. This 6-hour DVD is filled with examples of real witnesses being prepared for depositions.

Reviews
“Keenan and Ball do a masterful job of teaching the theory behind Reptilian principals as applied to jury selection and provide an easy to follow clinical application... Keenan and Ball cover the gamut of topics from tort reform to juror prejudice, and everything in between... They cross practice areas from motor vehicle collisions, to medical malpractice to premises liability cases.”
—Jack Landskroner, of Landskroner, Grieco, Madden, LLC, Cleveland, Ohio

Reptile: Voir Dire
Keenan/Ball Method of General and Case Specific Voir Dire

Don C. Keenan & David Ball

Ball and Keenan are revolutionizing plaintiff’s law with their Reptile methods. The Reptile: Voir Dire DVD will supplement your use of the Reptile concepts. Expanding on the Reptile book and live seminars with Don Keenan and David Ball, this DVD is part lecture, part live demonstration with actual focus group participants. The 4-hour DVD covers examples from auto accidents, medical malpractice, defective products, and premises liability cases.

Closing Arguments, Vol. I & II
Child Injury, Child Wrongful Death

Edited by Don C. Keenan

These books are a must-have for any lawyer representing injured children. The books are a compilation of closing statements in child injury and wrongful death cases by the nation’s top personal injury lawyers. Each lawyer is a member of the Inner Circle of Advocates, an invitation-only organization of the 100 best plaintiff trial lawyers in the United States. Most of the closing statements in the books came from cases in which the jury returned verdicts in excess of $1 million.

Closing Arguments Volume II follows the success of Closing Arguments as a resource for any lawyer trying injury and wrongful death cases. We strongly believe that the best way to learn is to learn from the best. Because a different trial lawyer penned each argument, the unique closings vary in length and style. Use the text as an inspiration to create your own, unique and passionate closing arguments. These books are a true revelation for those looking for winning case themes.

Representing the Faces of the Future

Don C. Keenan

Don Keenan is recognized by many as the top child advocacy trial lawyer in the country. Representing the Faces of the Future is a ten-CD lecture set of how he obtains justice for the children he represents.

David Ball says, “There are great and skilled trial attorneys and there are great and generous teachers. Once in a great and rare while, one person manages to be both. As all great teaching practitioners, Keenan teaches only what you can actually do. No blither-blather theory, no bottomless psychobabble, no fanciful ‘research.’ Just usable brilliance.”

Don C. Keenan & David Ball

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Moe Levine on Advocacy

Moe Levine was a pioneer in educating fellow trial lawyers on trial strategy, issue framing, and the mastery of forensic medicine. He has provided inspiration to many of the nation’s leading lawyers. His ideas are timeless, and apply as much today as when he used them over thirty years ago. This collection of his publicly available lectures and trial transcripts is the most complete book ever produced on the winning strategies of Moe Levine. Since his death in 1974, the nation’s leading trial lawyers and jury consultants have passed down Moe Levine’s teachings through their own trial work. Now, for the first time in over thirty years, you can learn these winning trial strategies directly from Moe Levine.

**Reviews**

“A trial lawyer who has not read Moe Levine is like a poet who has not read Shakespeare. You may get the job done, but you are missing out on the joy and inspiration—and are not truly educated. In the past, lawyers have had to search through used book stores and libraries for bits and pieces of the wisdom Moe shared with his contemporaries. Trial Guides has pulled it all together in one book that you will return to again and again.”

—Rick Friedman, author of Rules of the Road, Rick Friedman on Becoming a Trial Lawyer, and Polarizing the Case. Member of the Inner Circle of Advocates and the International Academy of Trial Lawyers.

Moe Levine

**The Historic Recordings**

In this unique CD set, you’ll hear Moe Levine’s voice as he spoke to trial lawyer organizations in the 1960s and 1970s. This CD set is a valuable companion to Moe Levine on Advocacy. Trial Guides’ book of Levine’s collected lectures and summations. One of the lectures in The Historic Recordings is included in Moe Levine on Advocacy, but the rest are only available on CD. The Historic Recordings together with Moe Levine on Advocacy give you a complete set of all of Levine’s material.

Moe Levine

**TRIAL ATTORNEY**

Moe Levine is widely recognized as one of the leading trial lawyers of his day. He was an eloquent speaker and frequent lecturer to legal audiences around the country. Even today, his out-of-print used books command prices of $1000 or more. He developed the whole man theory, and successfully argued to many juries that you cannot injure part of a man, that you injure the whole person. He argued that pain destroys a life, and that any loss of life, loss of mobility, or loss of ability, no matter how insignificant it may seem to society, has an impact to the people who loved that person. He had significant interest in the scientific details of medicine, and had great skill at interpreting that detail to juries.

Photo courtesy of Louise E. Schwartz

Moe Levine

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**Member of the Inner Circle of Advocates and the International Academy of Trial Lawyers.**

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Photo courtesy of Louise E. Schwartz
I Remember Atticus
Inspiring Stories Every Trial Lawyer Should Know
Jim Perdue

The stories in I Remember Atticus: Inspiring Stories Every Trial Lawyer Should Know range from ancient to contemporary. They explore the origins of our modern civil justice system and reveal its deep spiritual and philosophical roots. Perdue takes inspiration from Atticus Finch of To Kill a Mockingbird to remind us of the qualities of faith, freedom, equality, courage, and perseverance that inform the American spirit—values without which justice cannot prevail. These stories help us appreciate the unique role of the citizen jury in our democracy.

REVIEWS
“This book tells the vital story of our courts, the people who fought and died to create and preserve them, and the corporate interests committed to closing courthouse doors to all but the wealthy and powerful. Every American should read this book.”
—Paula Sweeney, Howie & Sweeney, Dallas, Texas

Winning with Stories
Using Narrative to Persuade in Trials, Speeches and Lectures
Jim Perdue

Winning with Stories: Using the Narrative to Persuade in Trials, Speeches and Lectures is an examination of the power of the story in the art of persuasion. Author Jim M. Perdue proves that the story, as our primary vehicle for learning and teaching, is as valid today as it was to our ancient ancestors. Beginning with an exploration of the story concept, Perdue analyzes narrative elements in detail, showing how to craft a story with a strong beginning, memorable scenes, believable characters, a logical plot, vivid action, and a moving conclusion. Winning with Stories is also an invaluable anthology of stories that lawyers can use to make and illustrate a point. Like Perdue’s previous books, Winning with Stories will be an indispensable reference for the trial lawyer seeking more effective persuasion techniques and an invaluable tool for lecturers, ministers, and teachers—anyone who studies or practices the art of persuasion.

Who Will Speak for the Victim?
A Practical Treatise on Plaintiff’s Jury Argument
Jim Perdue

Who Will Speak for the Victim? teaches a practical method of arguing liability and damages in various types of personal injury cases. Dozens of actual courtroom scenes illustrate jury persuasion and argument techniques that work—and those that don’t. Perdue explores basic forensic principles such as posture, movement, vocal tone, pitch, and verbal content in these instructive pages. This book will help every trial advocate not only to develop more compelling arguments, but also to present summations that are entertaining and provocative.

REVIEWS
“Who Will Speak for the Victim represents the best collection of a trial lawyer’s thoughts on effective jury communication that I have seen. This book will be helpful to a trial lawyer at any stage of his or her career.”
—Frank L. Branson, Fellow of the International Society of Barristers, International Academy of Trial Lawyers and named in Best Lawyers in America.
Recovering for Psychological Injuries
Third Edition
William A. Barton

Recovering for Psychological Injuries is one of the best selling trial strategy books ever written. While the book was originally known for its use in psychological injury cases, readers soon learned it had a much broader appeal for its wise advice on case preparation, dealing with experts, researching insurance issues, jury selection, and a wide range of other issues. Rules of the Road author Rick Friedman has called the book “a true masterpiece.”

Recovering for Psychological Injuries, third edition, updates and broadens the scope of the book for a new generation of lawyers. Drawing upon his experience in over 500 jury trials, Barton instructs you on how to handle all the aspects of a case. In addition, Barton has several new sections with detailed advice on litigating cases, illustrated by cases he has handled in the twenty years since the last edition. The new book reflects Barton’s wisdom gained from handling difficult factual cases, and broadens its application to a wide variety of litigation.

Reviews
“The first edition of Recovering for Psychological Injuries was the first advocacy book I read that significantly improved my performance as a trial lawyer. The third edition is better yet. Bill Barton is one of the most thoughtful, creative trial lawyers in America. He is also a gifted teacher and writer. The title is narrower than the subject matter; there are helpful, even brilliant ideas to help the plaintiffs’ lawyer with any type of case. It is impossible to read this book without becoming a better lawyer and a better person!”
—Rick Friedman, author of Rules of the Road and Polarizing the Case

“Bill Barton has been a leader in handling psychological injuries for decades. Fortunately for all of us, he put his knowledge and techniques into writing in the superb best seller Recovering for Psychological Injuries. Now he brings us the third edition. Do yourself a favor—purchase this book and read it. Your clients will thank you.”
—Gary M. Paul, president of the American Association for Justice (2011)

“The vast majority of our cases have psychological injuries which juries often undervalue. That is our fault—no one else’s. Bill’s work here is a critical “how to” and every serious plaintiff’s attorney in the country should read it. He helps us understand not only our clients and their cases but ourselves. This is a critical read which will take your practice to a new level.”
—Mark R. Bocci, member of the Inner Circle of Advocates and the International Academy of Trial Lawyers

All of the author’s net royalties are donated equally to the Oregon Trial Lawyers Association, the Gerry Spence Trial Lawyers College, and the American Association for Justice, with the proceeds dedicated to fighting tort reform across the nation.

 laurel garcia
Bill Barton has been practicing law since 1972, and has tried over 500 jury trials. A noted lecturer in thirty-five states and four countries, Barton has obtained numerous large verdicts in medical malpractice, child abuse, and product liability cases. He is a member of the American College of Trial Lawyers, a fellow of the International Society of Barristers, and has been listed in The Best Lawyers in America in three categories.

He now handles large and complex cases, often involving issues of significant public interest. When Barton refused to settle C.B. v. The Archdiocese of Portland, et. al. so the public could know the truth about what had happened to his client, the Archdiocese of Portland became the first diocese in America to file for Chapter 11 protection, the morning of trial. He is also the first lawyer to successfully file, serve, and state a legal cause of action against the Vatican for sexual abuse of a minor in John V. Doe v. Holy See, et. al.

Rules of the Road author Rick Friedman has called the book “a true masterpiece.”

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william barton
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NEW DVD Set
2 dvds
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NEW DVD—includes Never Giving Up & Rebuttal
This bonus video shows Bill Barton discussing the history of Goddard v. Farmers, his case that lasted for twenty-one years—one of the longest legal cases in US history. This video was taped fifteen years into the case, shortly after Barton had obtained a $20.4 million verdict. While this lecture discusses Oregon law in some detail, Barton also discusses important trial strategy concepts applicable in every jurisdiction.

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$75.00

* These videos are part of a new series by Trial Guides in which historical videos of America’s leading lawyers are restored to create a unrivaled educational resource for plaintiff’s lawyers. Please note that due to the age of these videos, the original video tapes have lower resolution than today’s DVDs. Royalties from this video series go to support state and county trial lawyer associations.

Dr. Michael Freeman
FORENSIC EPIDEMIOLOGIST

Dr. Michael Freeman is a specialist in the fields of forensic and medical epidemiology, crash reconstruction, and probability of injury. He serves as Clinical Professor of Epidemiology at OHSU School of Medicine. He has edited and contributed over 100 articles to The Lancet, Spine, Journal of Whiplash-Related Disorders, The Spine Journal, Annals of Biomechanical Engineering, and other scientific, medical and legal journals. He has also written and contributed to several books on these subjects. He has served in US, Canadian, European and Australian courts as an expert in a variety of fields including injury and death litigation, product liability, toxic tort, tobacco, and medical negligence cases.

NEW DVD
1 dvd
ISBN: 978-1-934833-23-0
$75.00

In this video Bill discusses concepts in jury psychology, and how to conduct yourself in trial in order to win. Topics include the importance of credibility and personal responsibility. Learn how to address the biases, prejudices, and sympathies we face in trial. Most importantly, learn how you can damage your verdict by being too aggressive in trial.

Dr. Freeman is one of the world’s leading authorities on low vehicle damage collisions, and the minor impact soft tissue (“MIST”) defense. His background as a forensic epidemiologist, physician, and crash reconstructionist allows him to disprove this “common sense” defense tactic in multiple ways. On this DVD, Dr. Freeman explains how occupants can be injured in crashes with little or no vehicle damage. He discusses how to strike defense witnesses who rely upon junk science as the basis for their testimony. In the event the judge fails to strike the defense witness, he explains how to expose the junk science often used by the defense biomechanists and crash reconstructionists. Lastly, he explains why there is no direct comparison between everyday activities such as a sneeze or sitting down in a chair, and a traumatic injury caused by a car crash. This video provides insight as to why MIST cases should not be declined, and how you can win these cases at trial.
Whiplash and Mild Traumatic Brain Injuries
A Guide for Patients and Practitioners

Arthur C. Croft

Twenty years ago, Dr. Arthur Croft’s best selling textbook Whiplash Injuries: The Cervical Acceleration/Deceleration Syndrome was published, ushering in radical changes in the medical and scientific fields devoted to traumatic auto injuries. Now, Dr. Croft has released a new book—Whiplash and Mild Traumatic Brain Injuries—covering every aspect of spinal injuries and mild traumatic brain injuries caused by a collision.

In the book, Dr. Croft outlines the anatomy involved in spinal injuries, in terms understandable for lawyers. He also explains the mechanics of rear-end crashes, side impact crashes and head-on impacts. Croft debunks the “junk science” used by the insurers to mislead jurors in low vehicle damage or MIST cases. Diagrams and illustrations accompany the more complex explanations. Dr. Croft further details testing, diagnosis, and treatment of injuries, along with suggestions for common problems injured people face in insurance disputes.

This book is intended for lawyers, doctors, and injured people. Discover what you’re missing, and how to make what might initially seem like a “small” case much more valuable.

Medical Malpractice Myth

If you face tort reform or non-economic caps in your state, you need The Medical Malpractice Myth. Author Tom Baker, a leading expert on insurance law, dispels myths regarding the frequency of malpractice, the amount of malpractice verdicts, and the nature of these claims. Baker provides scientific and statistical evidence of a serious medical malpractice epidemic in the US, as well as evidence that tort reform hurts patient safety. This important book comes at a critical time for our nation’s legal system. Use it to arm yourself with the facts to fight tort reform, and as an enclosure in campaigns to fight tort reform.

Minor Impact Soft Tissue
Settling and Trying MIST Cases

Michael Freeman, Arthur C. Croft, Jim Mathis, & Dorothy Clay Sims

The implementation of specialized Minor Impact Soft Tissue or “MIST” claims handling in the mid-1990s completely changed the way insurers handled these claims. Since then if the vehicle damage is less than $1000, the insurer offers little or nothing. But, what if the entire basis for the MIST claims system was false? What would your practice be like if you could fairly settle or even get large trial verdicts on these cases?

We have assembled a panel of the nation’s leading experts on MIST to help you represent people injured in crashes with little or no visible vehicle damage. Dr. Michael Freeman is one of the world’s leading experts in trauma epidemiology, and writes on the background of MIST claims handling and injury causation in such crashes. Jim Mathis, a former adjustor and claims supervisor at Allstate and State Farm teaches you the criteria for MIST claims handling, the eighteen ways to get your claims out of the MIST unit (where bodily injury claims payments will be capped as low as $1,500), and back to regular claims adjustors who will provide higher settlement values. Learn from Dr. Arthur C. Croft, author of Whiplash Injuries: The Cervical Acceleration/Deceleration Syndrome, on the science behind injury causation, accident reconstruction and biomechanics. Learn from Dorothy Clay Sims, author of Exposing Deceptive Defense Doctors, on how to cross examine the insurance doctors who get paid to say your client isn’t injured. The book contains practical applications including questions by our panel of experts for biomechanists, accident reconstructionists, and defense doctors in depositions and trial. If you do motor vehicle cases, this book is a must.

Whiplash and Mild Traumatic Brain Injuries
Hardcover $125.00

Medical Malpractice Myth
Hardcover $22.90
ISBN: 0-226-03648-0

Minor Impact Soft Tissue
Settling and Trying MIST Cases
Hardcover $95.00

If you face tort reform or non-economic caps in your state, you need The Medical Malpractice Myth. Author Tom Baker, a leading expert on insurance law, dispels myths regarding the frequency of malpractice, the amount of malpractice verdicts, and the nature of these claims. Baker provides scientific and statistical evidence of a serious medical malpractice epidemic in the US, as well as evidence that tort reform hurts patient safety. This important book comes at a critical time for our nation’s legal system. Use it to arm yourself with the facts to fight tort reform, and as an enclosure in campaigns to fight tort reform.
The physician version of DeShaw’s landmark book on Colossus is the only book of its kind, revealing the modern insurance claims processes to doctors.

This book combines expert legal and medical guidance and resources doctors can use to properly document auto injury cases. DeShaw demonstrates how physicians can honestly ensure that their patients’ actual injuries are documented in the way insurance adjustors and the Colossus software system require it, resulting in higher settlement offers. Learn what case “factors” the computer system is using to increase claim value, and what practice procedures and forms you need to provide the evidence for those claims. The book contains an exhaustive list of the insurers known to use these programs, and the most extensive list available of the “factors” the claims assessment software uses to determine case value. DeShaw provides the format and step-by-step procedures on writing narrative reports formatted for claims assessment software. The book provides insight on how major auto insurers break down claims into five different types, and discusses other important claims issues such as the Minor Impact Soft Tissue (MIST) and Special Investigations Units and how these impact your patients’ cases. The book also discusses how medical bill review software impacts reimbursement of PIP/MedPay claims, and the bodily injury claim value.

After repeated requests for the book since it went out of print in 2007, Trial Guides is pleased to introduce the new 2011 edition. The new edition includes more than 200 additional pages of critical information than the original paperback version of the book, including nearly 1000 more “factors.”
Colossus

Physician Forms CD

Aaron DeShaw

This CD provides physicians with the clinical forms necessary when dealing with personal injury cases in which Colossus or other bodily injury assessment software will be used. The forms include ordered diagnoses lists, clinical intake forms, SOAP notes (two formats), brain injury assessment forms, forms for Duties Under Duress, forms for Loss of Enjoyment of Life, and templates for step-by-step narrative reports formatted for computer assessment software.

* Forms in both English & Spanish and are available in both Word and PDF formats.

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Traumatic Injuries

Aaron DeShaw

This video contains Aaron DeShaw, one of the leading doctor/lawyers in America, lecturing on spotting commonly missed traumatic injuries in personal injury cases. Included are presentations on traumatic brain injuries, inner ear injuries, C1 ligament injuries, and more. Many Trial Guides products teach you how to take the same set of facts and make them more compelling to a jury. By contrast, this DVD set helps you reveal the full extent of the injuries in a case, help injured people seek appropriate treatment, and obtain the full compensation they deserve. This video is equally valuable to both the lawyers who represent injured people, and the doctors who diagnose and treat them.
**Gamboa Gibson Worklife Tables**  
By Gender, Level of Education Attainment, and Type of Disability  
A. M. Gamboa, Jr. & David S. Gibson

The *Gamboa Gibson Worklife Tables* provide a valuable resource for trial attorneys. If your client becomes disabled, how does that disability translate into real dollars? How much would he expect to lose over the remainder of his working life? This book provides the detail you need, calculated and presented by Dr. A. M. Gamboa, Jr., a vocational counselor, researcher, and former professor at the University of Louisville, and David S. Gibson, a certified rehabilitation counselor with degrees in business administration and rehabilitation counseling.

Twenty years after the initial publication, the *Gamboa Gibson Worklife Tables* remain the only source that provides worklife expectancy statistics adjusted for disability as defined by the U.S. Census Bureau. While you might easily calculate a loss in annual earnings, these tables address the number of years that a person is expected to be alive and actively employed in the future.

About the Authors
Dr. A. M. Gamboa, Jr. holds a Ph.D. from The Ohio State University in vocational counseling. He has completed postdoctoral study in vocational rehabilitation and the economics of disability at the University of Cincinnati, University of Louisville, Purdue University, and the University of Nevada at Las Vegas. He holds also an MBA from the University of Chicago.

David S. Gibson has an MBA from the University of Chicago and a master’s degree in rehabilitation (MRC) from the University of Kentucky.

Together, the authors are the chief executive officer and the president of Vocational Economics, Inc., a forensic vocational economic consulting firm.

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**Inside the Juror’s Mind**  
What Every Trial Lawyer Needs to Know  
David A. Wenner

David Wenner is a nationally recognized trial lawyer and trial consultant, specializing in catastrophic injury/wrongful death cases and medical malpractice. He is perhaps best known for his work on juror bias and decision making. Along with Greg Cusimano, he created the incredibly successful Jury Bias Model™, and has long been an authority on the topic, lecturing across the country on overcoming juror bias. Wenner has been named in *Super Lawyers Magazine*, *Best Lawyers in America*, and has the Martindale-Hubbell highest A.V. rating. He is a long standing member of AAJ (formerly ATLA), and has acted on the NCA Board of Trustees and as an AAJ Diplomate.

In this DVD, Wenner teaches you the basic ideas behind the Jury Bias Model™. Everyone has certain beliefs, feelings and attitudes that lend themselves to decision making. These ideas are deeply ingrained in the juror’s psyche, and it is unrealistic to believe that jurors will be able to put aside their predetermined beliefs and prejudices in deciding your case outcome. With our largely ‘tort-reformed’ society, many people are conditioned to have negative attitudes towards lawyers, plaintiffs, and awarding damages.

In this lecture, Wenner explains how to identify the jury bias issues that you face and prepare your trial story accordingly. In this way, you can use a juror’s predispositions—which may not, on surface level, appear to your advantage—to get a great outcome. Wenner shows us not only why jurors decide the way they do, but also how to influence them on a basic instinctual level.
Have you ever had a client tell you one story, then go into deposition and tell a watered-down version, omitting all the details you thought most important?

Have you ever had a client sobbing in your office about the traumatic events in his life, but when he takes the stand is dry and emotionless?

The key to effective advocacy in the courtroom is communication—how to tell your client’s story and how to tell it well. This book will help you find, understand, and communicate emotion using psychodrama, which combines elements of psychology, theater, communication, and human empathy. This method allows the jurors to not only hear the story, but to see and experience it through action.

This book is a step-by-step manual that will help lawyers who are new to psychodrama learn the basic techniques, and will help lawyers familiar with the method improve their skills. Each instructional chapter gives a how to, followed by an example, and finishes with an exercise you can try out. From voir dire to closing argument, this book will help all practitioners, civil and criminal, become familiar with a method that is both effective and creative.

“Why should you care about psychodrama? Because it is the best way to know yourself, your client, and your case. If you want to tell your client’s story so judges and jurors see an authentic human being rather than a slick lawyer, this book is for you.”

—Paul N. Luvera, member of the Inner Circle of Advocates, fellow of the American College of Trial Lawyers

“Trial in Action makes concrete the forensic applications of psychodrama by bridging the gap between psychology and trial work. This is the book the practicing bar has been waiting for.”

—Bill Barton, fellow of the International Society of Barristers and author of Recovering for Psychological Injuries

McElhaney’s Trial Notebook
Fourth Edition
JAMES W. McELHANEY

One of the All-Time Best-Selling Books on Trial Practice.

Expanded, updated and revised by the author, this edition of Trial Notebook includes thirty years of James McElhaney’s clear, graceful and entertaining writing. Nearly a third larger than the previous edition, the book includes ninety chapters that cover everything from discovery through rebuttal and provides you with techniques, tactics and strategies for every stage of trial. The author knows his subject better than anyone, as a practitioner and as a professor. The result is information, grounded in actual courtroom experience, that litigators want to read, can understand, will enjoy and use daily in court. Used again and again by thousands of trial lawyers, McElhaney’s Trial Notebook is certain to improve the effectiveness of your advocacy.

REVIEWS

“Jim McElhaney is a national treasure for lawyers. If you try cases—or want to try cases—this new edition of Trial Notebook is a must read. You will use it over and over again because the trial practice teachings are timeless.”

—F. Tinozzi, Keli, Seed and Willier LLP, Phoenix, Arizona

“Jim McElhaney is like a fine wine—growing better with age. The latest edition of his book, an expanded version with ninety chapters, is truly some of his best work. He writes with such ease, his anecdotes are so insightful, you don’t even realize how much you are learning. His personal experience and practical tips are evident on every page. Trial lawyers should read this book form cover to cover, maybe twice.”

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—Robert A. Clifford, Clifford Law Offices, Chicago, Illinois
Preparing for Deposition
Karen Koehler

Every case deserves witnesses who are prepared for deposition and trial. In Preparing for Deposition, Karen Koehler, co-author of Litigating Minor Impact Soft Tissue Cases, instructs your client and witnesses on how to testify successfully. Through easy-to-understand and enjoyable-to-watch “Do” and “Don’t” scenarios, Koehler guides your witness out of the pitfalls of a messy deposition.

The DVD is broken down into ten short, essential rules of testimony that all of your witnesses need to know. Preparing for Deposition is something you can use in every litigation case to minimize your deposition and testimony preparation time. Help your witnesses help you. Give them the tools to prepare for informed and accurate testimony.

Winning Jury Trials
Trial Tactics and Sponsorship Strategy
Robert Klonoff & Paul Colby

WINNING JURY TRIALS COVERS A BROAD SPECTRUM OF ISSUES LIKE-LY TO CONFRONT THE ADVOCATE EVERY DAY, AND PROVIDES A “DE-FAULT POSITION” ON HOW TO RESOLVE MOST TACTICAL ISSUES ARISING AT TRIAL. Winning Jury Trials covers such topics as: which witnesses to call, whether to introduce negative evidence; how to handle marginal evidence; how to tie everything else—exhibits, opening and closing statements, cross examination—into your evidence.

REVIEWS
This is one of the best trial strategy and tactics books written in the last twenty years. The authors have articulated ways of thinking about jury trials that talented and experienced trial lawyers have instinctively followed for years. They explain better than anyone how to think about presenting a case.

— Rick Friedman and Patrick Malone in Rules of the Road

Depositions can make or break your case, and this is your chance to learn from a master.

For more than twenty years, David Markowitz has been studying deposition and trial techniques and has presented dozens of seminars to improve the skills of practicing attorneys. David will share important goals with you to accomplish, including avoiding undesired results. Learn the value of question structure and how to deal with evasive and incomplete answers. This DVD covers the most important questions and techniques the best lawyers use—as well as a key component of any deposition—knowing when to stop asking questions.

Through David’s keen ability to communicate and persuade, he demonstrates powerful, practical methods for getting the most out of your depositions, including the best ways to defend depositions, and effectively use depositions at trial. Whether you are new to trial practice or want to refresh your deposition skills, this presentation by a litigation veteran is an opportunity not to be missed.

• Important Deposition Goals to Accomplish
• How to Ask Questions Effectively
• What to Ask
• How to Deal with Problem Witnesses
• When to Stop Asking Questions
• How to Develop Style and Demeanor
• How to Defend Depositions
• How to Overcome Objections

David Markowitz

David Markowitz, Robert Klonoff, Karen Koehler, Paul Colby

Winning Jury Trials
Trial Tactics and Sponsorship Strategy
Robert Klonoff & Paul Colby

Deposition Techniques
Strategies, Tactics, and Skills
David B. Markowitz

NEW
Eric Oliver has specialized in nonverbal, verbal, and implicit communication skills for over twenty-eight years, twenty-five of those years working with attorneys. Along with teaching effective communication skills to attorneys and their firms, he spends most of his time helping trial attorneys prepare and present more receiver-friendly cases for settlement presentations and in trial. He helps lawyers build a presentation plan for each case, which they can adapt to any venue. This presentation plan integrates the verbal, visual and personal parts of the case story and is based on the decision-maker’s needs and expectations which he uncovers in focus groups and voir dire.

In addition to Facts Can’t Speak For Themselves available through Trial Guides, Eric is co-author of Courtroom Power: Communication Strategies for Trial Lawyers.

He is the founder of his consulting firm, Meta-Systems, Ltd. He resides with his wife and partner, Tess Oliver, in Canton, Michigan.

Eric Oliver is a noted trial consultant, speaker and educator who has specialized in verbal, nonverbal, and implicit communication skills for over twenty-five years. This book provides the best of his advice over this career as one of the country’s leading trial consultants. In the book, Oliver discusses how you can prepare and present more receiver-friendly cases for settlement presentation and in trial. The advice helps you build a presentation plan for each case, which you can adapt to any venue. This presentation plan integrates the verbal, visual, and personal parts of the case story, and is based on the decision makers needs and expectations. Oliver also discusses how to uncover those expectations in focus groups and voir dire.

“Eric Oliver is the Babe Ruth of the legal communications field. I buy, read, and put into practice every book he writes and every article he publishes.”

—Paul N. Luvera, past president of the Inner Circle of Advocates and member of the International Academy of Trial Lawyers.

RESEARCH

“Eric has helped me win many times. Reading this book is not quite as good as having him by your side at trial, but it’s a really good start in the right direction. Dip into the book anywhere, and there’ll be a nugget you can use to beef up your case.”

—Ron Sappington, past president of ABTL, a fellow in the American College of Trial Lawyers, and listed in Best Lawyers in America for the last eleven years.

“If I had to choose one word to describe Eric Oliver, it would be wise.” His new book, Persuasive Communication, is his masterpiece. It teaches you his unmatched wisdom clearly and comprehensively— as clearly and comprehensively as you will learn to communicate and commune with jurors.”

—David Ball, author of David Ball on Damages and Reptile

Persuasive Communication
Twenty-Five Years of Teaching Lawyers

Eric Oliver

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Facts Can’t Speak for Themselves
Eric Oliver

Legal decision makers construct their own version of the case story when they judge a case. In fact, they re-author their own version several times before arriving at the one they use to decide the case. These individual stories influence the verdict as much as the decision maker’s backgrounds and beliefs, or the attorney’s presentation in court. This groundbreaking book offers straightforward steps for trial professionals. Learn to identify and use these stories in order to refine the most compelling presentation for your listeners to judge.

This book teaches you:
- How and why legal decision makers construct their own case stories and use them to decide a case.
- The importance of crafting and communicating a case to decision makers as a story, and why it can be the most direct and influential way to address decision makers.
- How to run voir dire like focus groups and focus groups like voir dire.
- Take advantage of the four channels available to deliver any legal case.

“After thirty-three years in the courtroom and a few hundred jury trials, what’s new and worth studying? The short answer is Eric Oliver’s book Facts Can’t Speak for Themselves.”

—William Barton, author of Recovering for Psychological Injuries

Delivering the Goods
Eric Oliver

In this DVD set, Oliver simplifies many of the brilliant communication concepts discussed in his books. Throughout the video, he discusses cutting edge principles of how jurors make decisions, and what you can to do influence their decision making process.

Use this video to learn how jurors make decisions based on subconscious rather than conscious decisions. Discover Claude Rapaille’s work on the reptilian brain, and learn to use this knowledge to impact jurors’ perceptions of your case. Connect with the members of the jury, and learn how their emotions play into verdict size.

Oliver teaches you how to use the Rules of the Road™ method in trial, and how this method assists jurors in decision making. Learn to build your own credibility with the jury by sequencing your case story in voir dire. This will help the jury to be more familiar with your case in opening statement. Discover the power of mirror neurons, and learn how to create connections between jurors in voir dire, and then use those connections to your advantage throughout the remainder of trial. Finally, learn how new brain research reveals how you can quickly establish rapport with jurors.

This video teaches you:
- How to sequence voir dire to create familiarity with your story before it is told.
- How to use audio, visual and kinesthetic information to reach jurors.
- How winning large verdicts requires you to present a story that resonates with each juror.

REVIEWs
"Eric Oliver reminds us that the side with the best story wins the case, and carries it one step further: it takes twelve stories to win. The trial lawyer is not presenting the case to an audience of twelve, but rather to twelve audiences.”

—Jim M. Perdue, author of Winning With Stories

SUCCESS STORIES
"Eric helped pinpoint the facts and underlying story that put the defendant back in the spotlight…. The final verdict of $2.1 million was almost three times the “best ever” pretrial offer, and many times more than any other passenger had settled for their case.”

—Michael Doyle, Doyle Raizner, Houston, Texas
Paul Luvera shares his unique wisdom and techniques on discovery and trial preparation, jury selection, opening statements, capturing jury interest in direct examination, cross examination, and closing statements.

He has obtained record verdicts on $41 million in Washington, $44 million in Oregon, and $29 million in Idaho. Paul Luvera is a member of the Inner Circle of Advocates, the American College of Trial Lawyers, the International Academy of Trial Lawyers, the International Society of Barristers, and listed in Best Lawyers in America every year since 1978. Wyoming trial lawyer Gerry Spence has said about Paul Luvera, "I have never in my many years met a man I admire as much as Paul Luvera. He has been a role model for me and for countless others. He is what I call a real lawyer—no pretense, you get what you see, and what you see is an honest man who has become immensely creative and skillful in response to his insatiable passion for justice."

**REVIEWS**

“Although he is Washington State’s favorite son, born and bred, Paul Luvera is also a national treasure to plaintiff’s trial lawyers, and so is this video. This program came just before Paul’s stunning $40 million dollar verdict against a medical device manufacturer, and presents a day’s worth of priceless trial advocacy tips that went into that and countless other trial victories. It now allows lawyers across the country to sit at the feet of a master who, unlike many former trial titans, is willing to share the fundamental values and techniques that are part of being a great trial lawyer.”

—Deane Bevery, past president of the Inner Circle of Advocates

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**Summation of a Wrongful Death Case**

When a loved one dies, you have no visible injuries to show. No expert can calculate the cost of maintaining a life in absence of a child, a wife, or a brother. Instead, your client’s losses are invisible, difficult to quantify, and often incomprehensible. How do you communicate those intangible damages to a mediator, a judge, or a jury?

Grief and Loss: Identifying and Proving Damages in Wrongful Death Cases teaches you about the stages of grief, how the loss of a parent, a child, a spouse, or a sibling differ from each other, and how losing any loved one is a lifelong, life-altering experience. Applying the strategies in this book, you can show jurors that a family who experiences a death has not one loss, but a network of losses. Learn how to convey to the jury and decision makers that a death in the family is the death of that family. Your job is to communicate that an untimely death is a damage just as tangible and real as wage loss or medical costs. The authors help navigate the difficult waters of sorrow—various family members grieve in different ways, on different schedules, and sometimes in conflict with each other. What may seem like irrational or inexplicable behavior may in fact be a part of mourning that a therapist would expect.

With this book as a guide, you can become more understanding of your clients’ pain, and more effectively communicate that pain to a jury.

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**Summation of a Wrongful Death Case**

Robert T. Hall, Mila Ruiz Tecala

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(340 pages, 1 cd-rom)

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**REVIEWS**

“This book gives you the tools you need to understand not simply the stages of grief, but all of the emotions, fears, and feelings and agendas that accompany it. (This book) is an intensely readable journey into the legal and human parts of death, and will illuminate and expand your abilities to help your clients.”

—Frank Froman, Ed.D., clinical psychologist and editor of The Independent Practitioner

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**Grief and Loss**

Identifying and Proving Damages in Wrongful Death Cases

Robert T. Hall & Mila Ruiz Tecala

With this audio CD, discover how delivery, pose, and passion can communicate to a jury the concepts contained in the book. Hall’s summation exemplifies how a death in the family is a death of the family, and how the loss of a loved one is a lifelong, life-altering experience. Learn also as Hall explains to the jurors why they must put a dollar value on death.
How to Argue and Win Every Time
Gerry Spence

How to Argue and Win Every Time is a book that teaches you how to argue in everyday life—at home, in the bedroom, with the boss, with teachers, and with your kids. But it is also a book with sweeping implications for American society, for at its heart, it proposes a new philosophy... that winning is not what you think it is, and that your opponent’s loss may be your loss as well.

Gerry Spence, the noted trial lawyer, says we were born to make the winning argument as we were born to walk. The winning argument starts with a mindset, one that gives you permission to argue freely when argument has been the forbidden fruit of your childhood. He shows you that when your argument emerges from your own authority, the argument will not only be the winning argument, it will be unique among all arguments.

Win Your Case
How to Present, Persuade, and Prevail—Every Place, Every Time
Gerry Spence

In Win Your Case, Spence shares a lifetime of experience teaching you how to win in any arena—court, home, or work. Relying on the successful courtroom methods he has developed, Spence shows both lawyers and laypeople how to win 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 to prepare the power-person (the jury, the judge, the boss, the customer, the board) and how your emotions, and theirs, are the source of your winning. 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 “Good Hands” to Boxing Gloves
How Allstate Changed Casualty Insurance in America
David J. Berardinelli & Michael D. Freeman

In 1992, Allstate started a pilot project that has changed the way insurance companies in America treat their customers, leading to record profits for the company. Since that time, the rest of the insurance industry has scrambled to incorporate these techniques. Now, two of the nation’s leading experts on Allstate’s claims practices divulge the change in Allstate. David Berardinelli is the bad faith lawyer who diligently worked to become the first to obtain the McKinsey Documents unprotected, and discusses them here at length. Michael Freeman, co-author of Litigating Minor Impact Soft Tissue Cases, and the nation’s leading expert on injuries in minor impact collisions, discusses Allstate’s MIST program.

The book provides instruction for every level of trial lawyer, from those dealing with Allstate on a case-by-case basis on personal injury claims, to the most difficult bad faith and class action cases. It considers why Allstate changed from dealing with policyholders with “Good Hands” to “Boxing Gloves,” how to deal with the change at Allstate and other insurers, and how to win against the insurers that use a “Boxing Gloves” mentality when handling claims.

Sale of this book is strictly limited to plaintiff’s lawyers practicing 100 percent of the time on behalf of civil plaintiffs, and in firms that only handle plaintiff’s work. If you do not meet these criteria, please do not order this book. Please do not mistake this book with a public version of From Good Hands to Boxing Gloves, which is 200 pages long, and is intended for the general public. If you purchase only the public version, you will miss out on most of what you need to know.
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