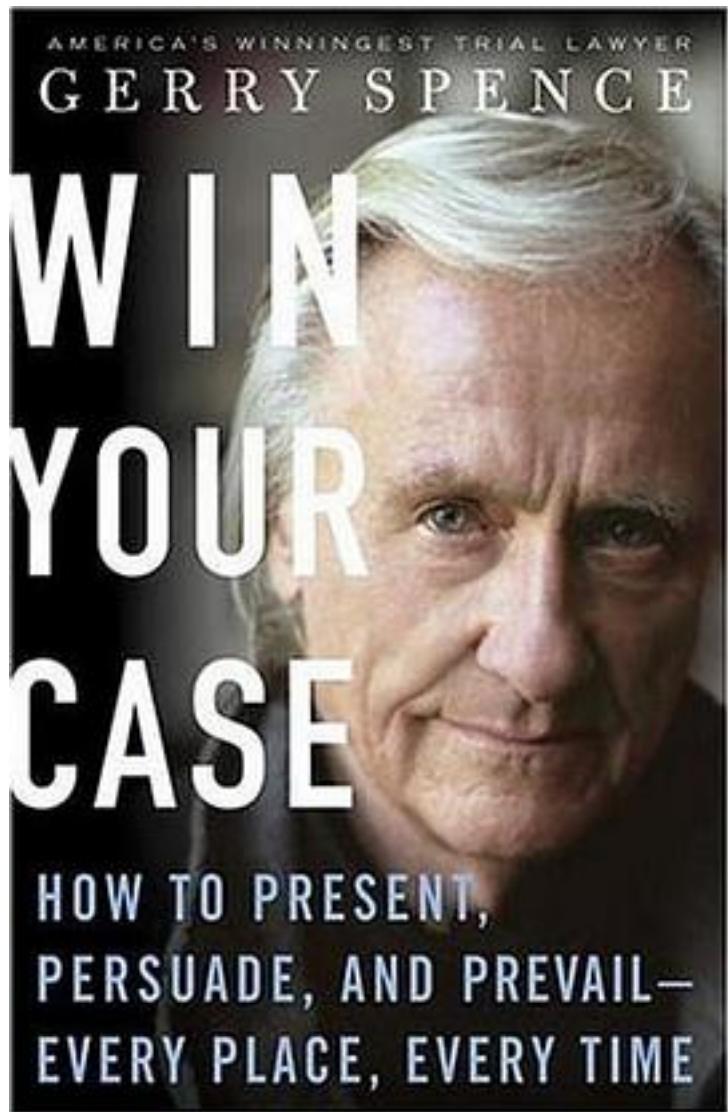


Win Your Case



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America's winningest trial lawyer offers a step-by-step plan for speaking in public- and succeeding 'What's true for training great trial lawyers is true for all winning presentors.' -FROMWINYOURCASE At Gerry Spence's famed Trial Lawyers College conducted on his Wyoming ranch, thousands of attorneys have learned the art of making a case. Presenting a case before decisionmakers is not simply a technique but an occasion for summoning your deepest reserves to advocate on behalf of something crucial. Here, Spence combines a rich exploration of truth, fairness, and emotional honesty with practical advice gleaned from a lifetime of hard-earned legal triumphs to show what makes a strong, persuasive presentation. Spence's essentials include:  
-Preparing the powerperson to accept your case -Owning your feelings -Being 'in the moment' -The power of fear-ours and theirs -Discovering the story in every presentation -Making an effective closing argument. Whether presenting to a judge or jury, a board, boss, committee, or customer, Win Your Case is an indispensable selfhelp guide.

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