

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

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Win Your Case - Gerry Spence 2007-04-01

From renowned trial attorney and New York Times bestselling author Gerry Spence: a must own book for every lawyer and business professional seeking to make cutting-edge winning presentations--in court, at work, everywhere, any time. 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.

[How to Argue & Win Every Time](#) - Gerry Spence 1996-04-15

A noted attorney gives detailed instructions on winning arguments, emphasizing such points as learning to speak with the body, avoiding being blinding by brilliance, and recognizing the power of words as a weapon. Reprint.

David Ball on Damages 3 - David A. Ball 2013-01-01

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. Ball explains why jurors give, why they do not, and how to motivate them to provide a large verdict. -- from publisher.

Win Bigly - Scott Adams 2018-10-30

The New York Times bestseller that explains one of the most important perceptual shifts in the history of humankind Scott Adams was one of the earliest public figures to predict Donald Trump's election. The mainstream media regarded Trump as a lucky clown, but Adams - best known as "the guy who created Dilbert" -- recognized a level of persuasion you only see once in a generation. We're hardwired to respond to emotion, not reason, and Trump knew exactly which emotional buttons to push. The point isn't whether Trump was right or wrong, good or bad. Adams goes beyond politics to look at persuasion tools that can

work in any setting--the same ones Adams saw in Steve Jobs when he invested in Apple decades ago. Win Bigly is a field guide for persuading others in any situation--or resisting the tactics of emotional persuasion when they're used on you. This revised edition features a bonus chapter that assesses just how well Adams foresaw the outcomes of Trump's tactics with North Korea, the NFL protesters, Congress, and more.

Examining Witnesses - Michael E. Tigar 2003

This book covers virtually every type of witness and witness situation that a lawyer is likely to encounter.

Winning at Persuasion for Lawyers - Shane Read 2022-01-02

Pre-Suasion - Robert Cialdini 2016-09-06

The acclaimed New York Times and Wall Street Journal bestseller from Robert Cialdini--"the foremost expert on effective persuasion" (Harvard Business Review)--explains how it's not necessarily the message itself that changes minds, but the key moment before you deliver that message. What separates effective communicators from truly successful persuaders? With the same rigorous scientific research and accessibility that made his Influence an iconic bestseller, Robert Cialdini explains how to prepare people to be receptive to a message before they experience it. Optimal persuasion is achieved only through optimal pre-suasion. In other words, to change "minds" a pre-suader must also change "states of mind." Named a "Best Business Books of 2016" by the Financial Times, and "compelling" by The Wall Street Journal, Cialdini's Pre-Suasion draws on his extensive experience as the most cited social psychologist of our time and explains the techniques a person should implement to become a master persuader. Altering a listener's attitudes, beliefs, or experiences isn't necessary, says Cialdini--all that's required is for a communicator to redirect the audience's focus of attention before a relevant action. From studies on advertising imagery to treating opiate addiction, from the annual letters of Berkshire Hathaway to the annals of history, Cialdini outlines the specific techniques you can use on online marketing campaigns and even effective wartime propaganda. He illustrates how the artful diversion of attention leads to successful pre-suasion and gets your targeted audience primed and ready to say, "Yes." His book is "an essential tool for anyone serious about science based business strategies...and is destined to be an instant classic. It belongs on the shelf of anyone in business, from the CEO to the newest salesperson" (Forbes).

The Necessary Art of Persuasion - Jay A. Conger 2008-09-08

In an age when managers can no longer rely on formal power, persuading people is more important than ever. Persuasion is a process of learning from colleagues and employees and negotiating shared solutions to solving problems and achieving goals. In The Necessary Art of Persuasion, Jay Conger describes four essential components of persuasion and explains how to master them, providing the information you need to fulfill your managerial mandate: getting work done through others.

The Art of Woo - G. Richard Shell 2007

Explains that the selling of ideas is a matter of encouraging others to share one's beliefs in a guide for salespeople that invites readers to self-assess their persuasion personality and build on natural strengths.

[Black's Law](#) - Roy Black 2000-04-06

In a frank and enlightening look at our criminal courts, attorney Roy Black reveals his defense strategies in four cliffhanger cases. ""To Kill a Mockingbird, " but with real characters."--Alan M. Dershowitz, author of "Reversal of Fortune."

Model Rules of Professional Conduct - American Bar Association. House of Delegates 2007

The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

How to Argue with a Cat - Jay Heinrichs 2018-03-01

If you can persuade a cat ... you can persuade anyone. This is the essential guide to getting your way. Jay Heinrichs, award-winning author of *Thank You for Arguing* and advisor to the Pentagon, NASA and Fortune 500 companies, distils a lifetime of negotiating and rhetoric to show you how to win over anyone - from colleagues and bosses, to friends and partners at home (and even the most stubborn of feline adversaries). You'll learn to: Perfect your timing - learn exactly when to pounce Get your body language, tone and gesture just right Think about what your opponent wants - always offer a comfy lap Lure them in by making them think they have the power The result? A happy, hopefully scratch-free, resolution. 'Jay Heinrichs knows a thing or two about arguing' *The Times* 'A master rhetorician and persuasion guru' *Salon* 'You got a bunch of logical engineers to inject pathos into their arguments ... it works!' *NASA engineer*

The 48 Laws Of Power - Robert Greene 2010-09-03

THE MILLION COPY INTERNATIONAL BESTSELLER Drawn from 3,000 years of the history of power, this is the definitive guide to help readers achieve for themselves what Queen Elizabeth I, Henry Kissinger, Louis XIV and Machiavelli learnt the hard way. Law 1: Never outshine the master Law 2: Never put too much trust in friends; learn how to use enemies Law 3: Conceal your intentions Law 4: Always say less than necessary. The text is bold and elegant, laid out in black and red throughout and replete with fables and unique word sculptures. The 48 laws are illustrated through the tactics, triumphs and failures of great figures from the past who have wielded - or been victimised by - power.

(From the *Playboy* interview with Jay-Z, April 2003) *PLAYBOY*: Rap careers are usually over fast: one or two hits, then styles change and a new guy comes along. Why have you endured while other rappers haven't? *JAY-Z*: I would say that it's from still being able to relate to people. It's natural to lose yourself when you have success, to start surrounding yourself with fake people. In *The 48 Laws of Power*, it says the worst thing you can do is build a fortress around yourself. I still got the people who grew up with me, my cousin and my childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, *Volume Three*, was wack. People set higher standards for me, and I love it.

Making Your Case - Antonin Scalia 2008

Presents the basics of writing legal briefs and giving oral arguments, with discussions on the essentials of building a case through legal reasoning and the key elements of persuasive and successful oral pleading in the courtroom.

[Writing to Win](#) - Steven D. Stark 2012-04-24

From a master teacher and writer, a fully revised and updated edition of the results-oriented approach to legal writing that is clear, that persuades—and that WINS. More than almost any profession, the law has a deserved reputation for opaque, jargon-clogged writing. Yet forceful writing is one of the most potent weapons of legal advocacy. In this new edition of *Writing to Win*, Steven D. Stark, a former lecturer on law at Harvard Law School, who has inspired thousands of aspiring and practicing lawyers, applies the universal principles of powerful, vigorous prose to the job of making a legal case—and winning it. *Writing to Win* focuses on the writing of lawyers, not judges, and includes dozens of examples of effective (and ineffective) real-life legal writing—as well as compelling models drawn from advertising, journalism, and fiction. It deals with the challenges lawyers face in writing, from organization to strengthening and editing prose; offers incisive ways of improving arguments; addresses litigation and technical writing in all its forms; and covers the writing attorneys must perform in their daily practice, from email memos to briefs and contracts. Each chapter opens with a succinct set of rules for easy reference. With new sections on client communication and drafting affidavits, as well as updated material throughout, *Writing to Win* is the

most practical and efficacious legal-writing manual available.

HBR Guide to Persuasive Presentations - Nancy Duarte 2012

Discusses how readers can make persuasive presentations that inspire action, engage the audience, and sell ideas.

[Make Your Case](#) - Greg Rollins 2021-07-20

Persuasion in Advertising - John O'Shaughnessy 2004

A practical and in-depth guide to the art of advertising persuasion, this book draws on research, concepts and case examples from the US and Europe to explain advertising theories and set out strategies for adoption.

Yes! - Noah J. Goldstein 2008-09-03

Learn how small changes can make a big difference in your powers of persuasion with this *New York Times* bestselling introduction to fifty scientifically proven techniques for increasing your persuasive powers in business and life. Every day we face the challenge of persuading others to do what we want. But what makes people say yes to our requests? Persuasion is not only an art, it is also a science, and researchers who study it have uncovered a series of hidden rules for moving people in your direction. Based on more than sixty years of research into the psychology of persuasion, *Yes!* reveals fifty simple but remarkably effective strategies that will make you much more persuasive at work and in your personal life, too. Cowritten by the world's most quoted expert on influence, Professor Robert Cialdini, *Yes!* presents dozens of surprising discoveries from the science of persuasion in short, enjoyable, and insightful chapters that you can apply immediately to become a more effective persuader. Often counterintuitive, the findings presented in *Yes!* will steer you away from common pitfalls while empowering you with little known but proven wisdom. Whether you are in advertising, marketing, management, on sales, or just curious about how to be more influential in everyday life, *Yes!* shows how making small, scientifically proven changes to your approach can have a dramatic effect on your persuasive powers.

[Police State](#) - Gerry Spence 2015-09-08

How does America, founded on the promise of freedom for all, find itself poised to become a police state? In *Police State*, legendary "country lawyer" Gerry Spence reveals the unnerving truth of our criminal justice system. In his more than sixty years in the courtroom, Spence has never represented a person charged with a crime in which the police hadn't themselves violated the law. Whether by hiding, tampering with, or manufacturing evidence; by gratuitous violence and even murder, those who are charged with upholding the law too often break it. Spence points to the explosion of brutality leading up to the murder of Freddie Gray in Baltimore, insisting that this is the way it has always been: cops get away with murder. Nothing changes. *Police State* narrates the shocking account of the Madrid train bombings -how the FBI accused an innocent man of treasonous acts they knew he hadn't committed. It details the rampant racism within Chicago's police department, which landed teenager Dennis Williams on death row. It unveils the deliberately coercive efforts of two cops to extract a false murder confession from frightened and mentally fragile Albert Hancock, along with other appalling evidence from eight of Spence's most famous cases. We all want to feel safe. But how can we be safe when the very police we pay to protect us instead kill us, maim us, and falsify evidence against us. Can we accept the argument that cops may occasionally overstep their boundaries, but only when handling guilty criminals and never with us? Can we expect them to investigate and prosecute themselves when faced with allegations of misconduct? Can we believe that they are acting for our own good? Too many innocent are convicted; too many are wrongly executed. The cost has become too high for a free people to bear. In *Police State*, Spence issues a stinging indictment of the American justice system. Demonstrating that the way we select and train our police guarantees fatal abuses of justice, he also prescribes a challenging cure that stands to restore America's promise of liberty and justice for all.

Win Your Case - Gerry Spence 2006-11-28

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.

The Power of Persuasion - Robert Levine 2003-02-21

Looks at the power of effective persuasion, describing the mindset and tactics of persuasion professionals and detailing ways to protect oneself from becoming a victim of manipulation.

New Realities in Foreign Affairs - Volker Stanzel 2019-07-08

Moderne Diplomatie wirkt heute in viele Bereiche des modernen Lebens hinein. Sie ist zugleich selbst neuen Einflüssen ausgesetzt. Faktoren, die unsere Gesellschaften verändern, verändern auch unser Regierungshandeln, auch in der Außenpolitik, seien es Digitalisierung, emotionalisierte Sensibilitäten unserer Öffentlichkeiten oder nicht-staatliche internationale Akteure. Derartige Entwicklungen müssen von der Diplomatie aufgenommen werden, damit sie weiter als Instrument einer Regierung funktionieren kann. Regierungen sollten Wege finden, zwischen den neuen Bedürfnissen der Gesellschaft und den Notwendigkeiten legitimen Regierungshandelns zu vermitteln. Das Ziel sollte sein, als souveräner Staat handeln zu können und zugleich das Potential der tiefgreifenden gesellschaftlichen Veränderungen zu nutzen. Mit Beiträgen von Volker Stanzel, Sascha Lohmann, Andrew Cooper, Christer Jönsson, Corneliu Bjola, Emillie V. de Keulenaar, Jan Melissen, Karsten D. Voigt, Kim B. Olsen, Hanns W. Maull und R. S. Zaharna

The Articulate Advocate - Marsha Hunter 2009

Unlike other trial advocacy books that teach what to say and do in the courtroom, this reference teaches how to say and do it. Based on 25 years of experience from coaching practitioners, this handbook reveals techniques—incorporating cutting-edge discoveries in linguistics, neuroscience, and sports psychology—to help litigators look, sound, and feel natural and polished in the courtroom. Questions that lawyers face daily, such as What do I do with my hands? Aren't gestures distracting? How do I remember everything? and I tend to talk so fast—how can I slow down? are among the questions addressed in this handbook.

The Art of the Pitch - Peter Coughter 2016-09-29

Through an engaging and humorous narrative, Peter Coughter presents the tools he designed to help advertising and marketing professionals develop persuasive presentations that deliver business. Readers will learn how to develop skills to create the perfect presentation.

Resonate - Nancy Duarte 2013-07-02

Reveals the underlying story form of all great presentations that will not only create impact, but will move people to action. Presentations are meant to inform, inspire, and persuade audiences. So why then do so many audiences leave feeling like they've wasted their time? All too often, presentations don't resonate with the audience and move them to transformative action. Just as the author's first book helped presenters become visual communicators, *Resonate* helps you make a strong connection with your audience and lead them to purposeful action. The author's approach is simple: building a presentation today is a bit like

writing a documentary. Using this approach, you'll convey your content with passion, persuasion, and impact. Author has a proven track record, including having created the slides in Al Gore's Oscar-winning *An Inconvenient Truth*. Focuses on content development methodologies that are not only fundamental but will move people to action. Upends the usual paradigm by making the audience the hero and the presenter the mentor. Shows how to use story techniques of conflict and resolution. Presentations don't have to be boring ordeals. You can make them fun, exciting, and full of meaning. Leave your audiences energized and ready to take action with *Resonate*.

Tell to Win - Peter Guber 2011-03-01

Today everyone—whether they know it or not—is in the emotional transportation business. More and more, success is won by creating compelling stories that have the power to move partners, shareholders, customers, and employees to action. Simply put, if you can't tell it, you can't sell it. And this book tells you how to do both. Historically, stories have always been igniters of action, moving people to do things. But only recently has it become clear that purposeful stories—those created with a specific mission in mind—are absolutely essential in persuading others to support a vision, dream or cause. Peter Guber, whose executive and entrepreneurial accomplishments have made him a success in multiple industries, has long relied on purposeful story telling to motivate, win over, shape, engage and sell. Indeed, what began as a knack for telling stories as an entertainment industry executive has, through years of perspiration and inspiration, evolved into a set of principles that anyone can use to achieve their goals. In *Tell to Win*, Guber shows how to move beyond soulless Power Point slides, facts, and figures to create purposeful stories that can serve as powerful calls to action. Among his techniques: * Capture your audience's attention first, fast and foremost * Motivate your listeners by demonstrating authenticity * Build your tell around "what's in it for them" * Change passive listeners into active participants * Use "state-of-the-heart" technology online and offline to make sure audience commitment remains strong To validate the power of telling purposeful stories, Guber includes in this book a remarkably diverse number of "voices" —master tellers with whom he's shared experiences. They include YouTube founder Chad Hurley, NBA champion Pat Riley, clothing designer Normal Kamali, "Mission to Mars" scientist Gentry Lee, Under Armour CEO Kevin Plank, former South African president Nelson Mandela, magician David Copperfield, film director Steven Spielberg, novelist Nora Roberts, rock legend Gene Simmons, and physician and author Deepak Chopra. After listening to this extraordinary mix of voices, you'll know how to craft, deliver—and own—a story that is truly compelling, one capable of turning others into viral advocates for your goal.

A Winning Case - Noelle C. Nelson 1991

Writing to Persuade: How to Bring People Over to Your Side - Trish Hall 2019-06-11

From the former New York Times Op-Ed page editor, a definitive and entertaining resource for writers of every stripe on the neglected art of persuasion. In the tradition of *The Elements of Style* comes Trish Hall's essential new work on writing well—a sparkling instructional guide to persuading (almost) anyone, on (nearly) anything. As the person in charge of the Op-Ed page for the New York Times, Hall spent years immersed in argument, passion, and trendsetting ideas—but also in tangled sentences, migraine-inducing jargon, and dull-as-dishwater writing. Drawing on her vast experience editing everyone from Nobel Prize winners and global strongmen (Putin) to first-time pundits (Angelina Jolie), Hall presents the ultimate guide to writing persuasively for students, job applicants, and rookie authors looking to get published. She sets out the core principles for connecting with readers—laid out in illuminating chapters such as "Cultivate Empathy," "Abandon Jargon," and "Prune Ruthlessly." Combining boisterous anecdotes with practical advice (relayed in "tracked changes" bubbles), Hall offers an infinitely accessible primer on the art of effectively communicating above the digital noise of the twenty-first century.

The Art of Persuasion - Bob Burg 2011-09-20

The Art of Persuasion teaches you how to get what you want when you want it. You would love to have that ability, right? After studying some of the most successful men and women in modern history, author Bob Burg noticed how many common characteristics these people have—and shares them all with you. One trait that stands above all the rest is their ability to win people over to their way of thinking—they were all persuasive. Each of these life winners had a burning desire, coupled with great creativity, and a total,

unshakable belief in their mission or cause. The Winning principles you will learn include: Making People Feel Important Everything is Negotiable Dealing with Difficult People Persuasion in Action What Sets You Apart from the Rest Nuggets of Wisdom Presented in everyday, clear, and often humorous language, The Art of Persuasion leaves an impression on you that will last a lifetime—filled with one success after another!

Win Your Case - Gerry Spence 2005-06

Presents a step-by-step plan for speaking effectively in public, covering such strategies as overcoming fear, owning one's feelings, and making effective closing arguments.

Seven Simple Steps to Personal Freedom - Gerry Spence 2002-11-16

Beloved author of, among many other books, the bestsellers How to Argue and Win Every Time and The Making of a Country Lawyer, Gerry Spence distills a lifetime of wisdom and observation about how we live, and how we ought to live in Seven Simple Steps to Personal Freedom. Here, in seven chapters, he delivers messages that inspire us first to recognize our servitude-to money, possessions, corporations, the status quo, and our own fears-and then shows us how to begin the self-defining process toward liberation. Seven Simple Steps to Personal Freedom is a powerfully affirming, large-hearted, and life-changing book that asks us all to take the greatest risk for the greatest reward-our own freedom.

The Making of a Country Lawyer - Gerry Spence 1997-10-15

A lawyer who became famous while defending Karen Silkwood and Randy Weaver shares details on both his cases and his life, including its turning point at age twenty, when he got the news his mother had committed suicide. Reprint.

Covert Persuasion - Kevin Hogan 2011-02-18

This book is a treasure trove of ideas you can use to turn a 'no' into a 'yes' almost instantly-in any sales situation."-Brian Tracy, speaker and author of Create Your Own Future and Change Your Thinking, Change Your Life Hogan is the master of persuasion. I urge you to persuade yourself to buy this book and everything he's ever written and recorded. It will help you understand yourself, understand others, and succeed. This information is bankable."-Jeffrey Gitomer, author of The Sales Bible, Little Red Book of Selling, and Little Red Book of Sales Answers There's more wisdom in this book than in 500 pages on the same subject. Whether you need to persuade your lover, your spouse, your boss, your clients, your friends, or yourself, this powerhouse collection of mind tricks and secrets will give you the upper hand. In today's competitive world, this is the persuasion wizard's manual you need to control circumstances and get what you want."-Dr. Joe Vitale, author of Life's Missing Instruction Manual and The Attractor Factor When you read Hogan's writing, it feels like you're getting sage advice from a master. Would you like other people to decide on their own (or so they think) to go along with your every whim? Then this is the book you've been looking for."-David Garfinkel, author of Advertising Headlines That Make You Rich There is more practical information on the dynamics of selling and communication in these pages than you could ever acquire in a lifetime on your own through trial and error. Take advantage of the authors' wisdom and read this book!"-Todd D. Bramson, Certified Financial Planner and author of Real Life Financial Planning

Trial By Fire - Gerry Spence 1996-05-16

Doesn't Hurt to Ask - Trey Gowdy 2020-08-18

#1 NEW YORK TIMES BESTSELLER • Former congressman and prosecutor Trey Gowdy teaches you how to effectively communicate and persuade on the issues that matter most to you, drawing on his experience in the courtroom and the halls of Congress. "A must-read for people who want to learn how best to succeed."—Dana Perino, Fox News host and bestselling author of Everything Will Be Okay You do not need to be in a courtroom to advocate for others. You do not need to be in Congress to champion a cause. From the boardroom to the kitchen table, opportunities to make your case abound, and Doesn't Hurt to Ask shows you how to seize them. By blending gripping case studies from nearly two decades in a courtroom and four terms in national politics with personal stories and practical advice, Trey Gowdy walks you through the tools and the mindset needed to effectively communicate your message. Along the way, Gowdy reflects on the moments in his life when he learned the most about how to argue and convince. He recounts his missteps during his first murder trial, the conversation that changed his view on criminal justice reform, and what he learned while questioning James Comey and Secretary Hillary Clinton. Sharing the techniques

he perfected advocating in law and politics, Gowdy helps you identify your objective, understand your personal jury, and engage in the art of questioning so you can be heard, be understood, and, ultimately, move others. Whether it's getting a boss to take a chance on your idea, convincing someone to support your cause, or urging a child to invest more effort in an important task, movement requires persuasion. Doesn't Hurt to Ask shows you how to persuade, no matter the jury and no matter the cause.

How To Win Friends And Influence People - Dale Carnegie 2022-05-17

"How to Win Friends and Influence People" is one of the first best-selling self-help books ever published. It can enable you to make friends quickly and easily, help you to win people to your way of thinking, increase your influence, your prestige, your ability to get things done, as well as enable you to win new clients, new customers. Twelve Things This Book Will Do For You: Get you out of a mental rut, give you new thoughts, new visions, new ambitions. Enable you to make friends quickly and easily. Increase your popularity. Help you to win people to your way of thinking. Increase your influence, your prestige, your ability to get things done. Enable you to win new clients, new customers. Increase your earning power. Make you a better salesman, a better executive. Help you to handle complaints, avoid arguments, keep your human contacts smooth and pleasant. Make you a better speaker, a more entertaining conversationalist. Make the principles of psychology easy for you to apply in your daily contacts. Help you to arouse enthusiasm among your associates. Dale Carnegie (1888-1955) was an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills. Born into poverty on a farm in Missouri, he was the author of How to Win Friends and Influence People (1936), a massive bestseller that remains popular today.

How to Win an Argument - Marcus Tullius Cicero 2017-10-31

Timeless techniques of effective public speaking from ancient Rome's greatest orator All of us are faced countless times with the challenge of persuading others, whether we're trying to win a trivial argument with a friend or convince our coworkers about an important decision. Instead of relying on untrained instinct—and often floundering or failing as a result—we'd win more arguments if we learned the timeless art of verbal persuasion, rhetoric. How to Win an Argument gathers the rhetorical wisdom of Cicero, ancient Rome's greatest orator, from across his works and combines it with passages from his legal and political speeches to show his powerful techniques in action. The result is an enlightening and entertaining practical introduction to the secrets of persuasive speaking and writing—including strategies that are just as effective in today's offices, schools, courts, and political debates as they were in the Roman forum. How to Win an Argument addresses proof based on rational argumentation, character, and emotion; the parts of a speech; the plain, middle, and grand styles; how to persuade no matter what audience or circumstances you face; and more. Cicero's words are presented in lively translations, with illuminating introductions; the book also features a brief biography of Cicero, a glossary, suggestions for further reading, and an appendix of the original Latin texts. Astonishingly relevant, this unique anthology of Cicero's rhetorical and oratorical wisdom will be enjoyed by anyone who ever needs to win arguments and influence people—in other words, all of us.

The Tools of Argument - Joel P Trachtman 2013

Joel Trachtman's book presents in plain and lucid terms the powerful tools of argument that have been honed through the ages in the discipline of law. If you are a law student or new lawyer, a business professional or a government official, this book will boost your analytical thinking, your foundational legal knowledge, and your confidence as you win arguments for your clients, your organizations or yourself.

Trial Advocacy: the Art of Storytelling - Jared Hatcliffe 2022

"A trial is a story-the story of your client's truth, and there is an art to storytelling. To succeed, your story must mesmerize, entertain, and persuade the jury throughout every phase of trial. This book is a direct, to-the-point guide to successfully master that art, tell that story, and try your case in New York State court. It is written in a conversational tone and deliberately brief to avoid the boredom that causes many students to throw books aside and jurors to lose attention during your case. Instead of telling you what to do, it contains detailed examples that illustrate how to implement the recommended techniques. It contains specific methods used by the most successful New York civil and criminal attorneys to win their cases and

explores the right way to conduct each stage of the trial as well as discussing expert testimony, evidence, and the law of trial advocacy in New York, which will help you win your case and tell your story"--