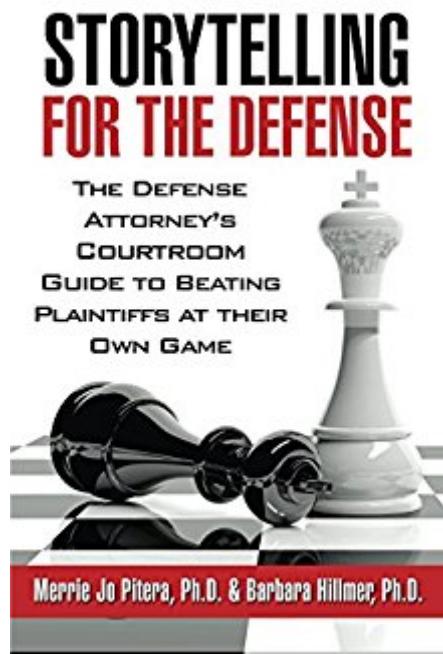The book was found

Storytelling For The Defense: The Defense Attorney's Courtroom Guide To Beating Plaintiffs At Their Own Game

Synopsis

Storytelling is primal for humansâ ”one of the few human traits that is truly universal across cultures and through all of known history. The goal of Storytelling for the Defense is to help defense attorneys understand and reclaim the fundamental value of storytelling in the context of persuading jurors and winning cases. Defense attorneys must realize that the power of the narrative is not the sole purview of the plaintiff. The book demonstrates that a compelling story, not facts or logic alone, is the best defense.

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Customer Reviews

"Storytelling for the Defense" is as sophisticated and insightful as it is direct and easy to read. The authors have succeeded in conveying their message in a style that exemplifies how attorneys can successfully approach jurors by engaging them with a narrative that is both engaging and easy to recall when it comes time for deliberation.Chapters cover important topics including: pretrial research and mock trials, juror screening, helping witnesses to emphasize the case themes, and

strategies in formulating closing arguments. In addition to discussing how to construct the defense's story verbally, there are also tips for the use of printed and electronic graphics and resources to present their side in a way that engages jurors.This piece will be quick to read, but the points to consider and utilize will have a long-lasting effect.

Storytelling for the Defense is a wonderful guide for trial attorneys looking to refine the edge in their presentation strategies. I appreciated that it is a concise and quick (hour long) read. Most importantly, the authors provide tangible and practical advice for developing themes and connecting with the jury. If you're looking for a framework from which to develop persuasive strategies for your next case, this is definitely a worthwhile investment.

Storytelling for the Defense delivers a compelling perspective on the importance of storytelling in the courtroom. It is an excellent resource for defense attorneys, outlining the importance of research using mock trials and focus groups and developing a narrative with consistent themes during witness preparation and conveying that story to a jury. The authors also supply an in depth analysis of the importance of trial graphics to help tell the story and convey those themes.

This book is an awesome "what and how" treatise on how to craft the story, but it's REAL value is how it explains the WHY!When an author starts with "why" this is important, it makes it much easier for practitioners learn (and care about) the "what" and "how."The authors convinced me of the WHY value of a well crafted story. Not just for attorneys...for all of us who need to influence and persuade.

Storytelling for the Defense addresses the art and the science of storytelling in the specialized context of courtroom communication. It offers practical advice for practitioners and is a must read for defense attorneys and an excellent primer for law students and others interested in persuasive processes in the courtroom.

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