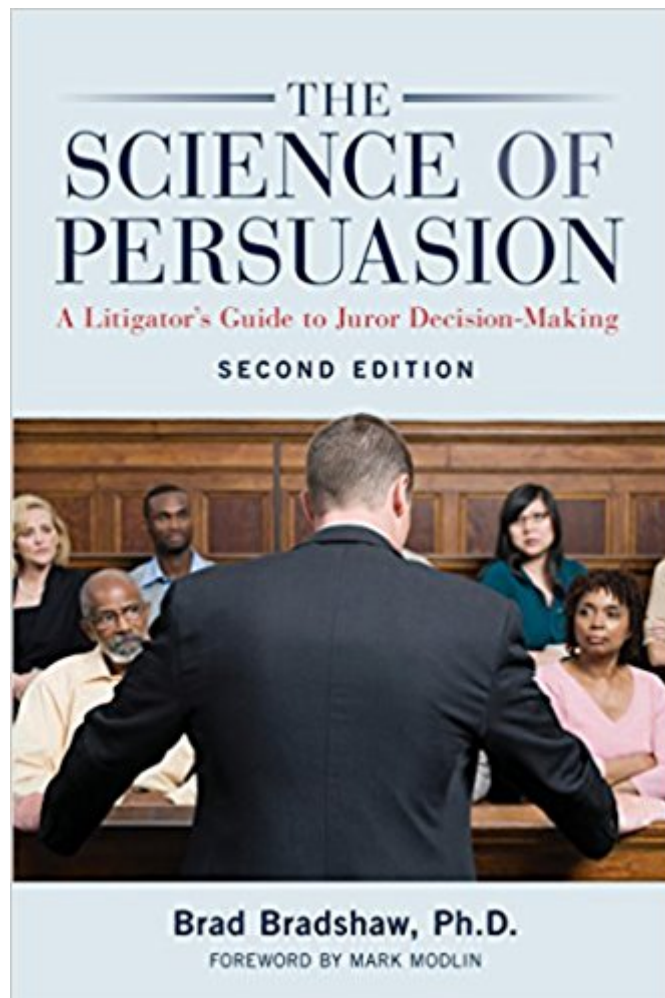




The book was found

The Science Of Persuasion: A Litigator's Guide To Juror Decision-Making



Synopsis

The ability to persuade comes naturally to some people and is completely foreign to others. This new second edition, is your thorough guide to the way jurors make decisions, and how you can use that knowledge to convince them that your story of a case is the correct version. This book was written for law students, experienced litigators, and everyone in between who needs to understand the most effective ways to convince a jury.

Book Information

Paperback: 343 pages

Publisher: American Bar Association; 2 edition (February 16, 2015)

Language: English

ISBN-10: 1627225358

ISBN-13: 978-1627225359

Product Dimensions: 6.2 x 0.7 x 9.1 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #611,086 in Books (See Top 100 in Books) #37 in [Books > Law > Rules & Procedures > Jury](#) #123 in [Books > Law > Rules & Procedures > Trial Practice](#) #126 in [Books > Law > Legal Theory & Systems > Judicial System](#)

Customer Reviews

Brad Bradshaw is the president of Bradshaw Litigation Consulting, LLC. He has a Ph.D. in psychology from the University of Kentucky where his research included persuasion and juror decision-making. He resides in Austin Texas.

I decided to get this after really enjoying the 1st edition (one of the best advocacy books out there). There really isn't a significant difference between the 1st and 2nd editions, except for the addition fact patterns. The 2nd edition is probably better for law schools. Otherwise, if you have the 1st edition, you probably don't need the 2nd.

Bought this on a friend's recommendation. Very well written (finished in 2 days) and a lot of original ideas. I revisit my underlined/highlighted notes pretty regularly. Have recommended to all the litigators in my firm.

[Download to continue reading...](#)

The Science of Persuasion: A Litigator's Guide to Juror Decision-Making The Art of Persuasion for Mutual Benefit: The Win-Win Persuasion (persuasion techniques, influence people, psychology of persuasion) Soap Making: 365 Days of Soap Making: 365 Soap Making Recipes for 365 Days (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, ... Making, Soap Making Supplies, Crafting) Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Juror Number 7: A reflection on being a juror in: Arizona State vs. Tyler McQuade, Presided over by Judge Karen L. O'Connor Persuasion: The Key To Seduce The Universe! - Become A Master Of Manipulation, Influence & Mind Control (Influence people, Persuasion techniques, Persuasion psychology, Compliance management) The Ultimate Soap Making Guide: Unique Soap Making Recipes & Complete Soap Making Guide for Beginners (Soap Making at Home, Soapmaking Guide, Soap Making Recipes, Soap Making Book) CRITICAL THINKING: A Beginner's Guide To Critical Thinking, Better Decision Making, And Problem Solving ! (critical thinking, problem solving, strategic thinking, decision making) Decision Making in Medicine: An Algorithmic Approach, 3e (Clinical Decision Making Series) Critical Thinking: Decision Making with Smarter Intuition and Logic! (Critical Thinking, Decision Making, Logic, Intuition) Persuasion: Psychology of Selling - Secret Techniques To Close The Deal Every Time (Persuasion, Influence) Persuasion: Dark Psychology - Techniques to Master Mind Control, Manipulation & Deception (Persuasion, Influence, Mind Control) Persuasion: How To Influence People - Ninja NLP Techniques To Control Minds & Wallets (Persuasion, Influence) Manipulation: Proven Manipulation Techniques To Influence People With NLP, Mind Control and Persuasion! (Persuasion, Mind Control, Influence People) Persuasion: Influence People - Specific Words, Phrases & Techniques to Unlock People's Brains (Persuasion, Influence, Communication Skills) Decision Traps: The Ten Barriers to Decision-Making and How to Overcome Them What's Your Decision?: How to Make Choices with Confidence and Clarity: An Ignatian Approach to Decision Making Strategic Decision Making: Multiobjective Decision Analysis with Spreadsheets Live And Retire In Panama: Your Reference Guide For Making The Decision To Making The Move Banquet of Consequences: A Juror's Plight: The Carnation Murders Trial of Michele Anderson, Volume 1

[Contact Us](#)

[DMCA](#)

[Privacy](#)

