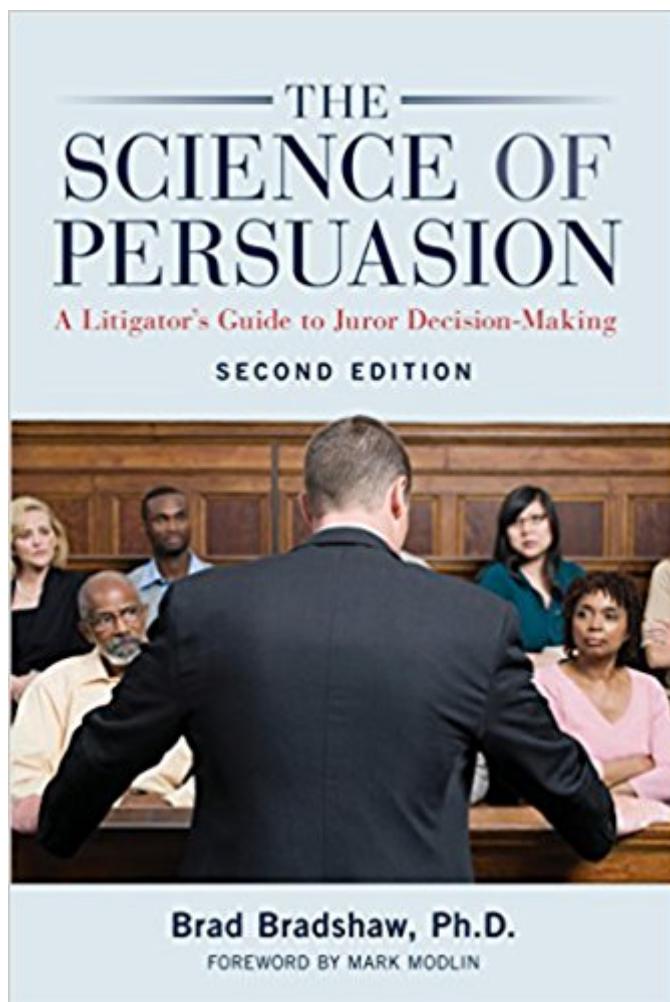


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# The Science Of Persuasion: A Litigator's Guide To Juror Decision-Making



## 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

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## 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.

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