

HOW TO PRESENT,
PERSUADE, AND PREVAIL—
EVERY PLACE, EVERY TIME



GERRY
SPENCE

Win Your Case: How to Present, Persuade, and Prevail--Every Place, Every Time

By Gerry Spence

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Win Your Case: How to Present, Persuade, and Prevail--Every Place, Every Time By Gerry Spence

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.

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Editorial Review

From Publishers Weekly

Spence's cowboy Uncle Slim once said, "You can't get nowhere with a thousand-dollar saddle on a ten-dollar horse." Noted trial lawyer Spence (*How to Argue and Win Every Time*) applies this principle to anyone making a case, whether to a jury, a customer or a boss. Tricks and techniques are the high-priced saddle, he says; more important is the person making the case. Thus his method focuses on "the power of being genuine." Even fear, he says, can be used to one's advantage by connecting to the decision maker's own fear. The book first focuses on preparing for the "war" (as Spence calls every case) by discovering this power in oneself. Then it deals with waging the war: improving one's storytelling skills, conducting effective opening and closing statements and using witnesses. He makes a persuasive case for his approach, but his advice is often overwrought and overwritten ("Although we are the same in countless ways, we are, nevertheless, as different from one another as a diamond from rubies, which makes each stone unique, beautiful, and valuable"). Spence's tenets also get lost in his tirade about the injustices of the legal system. It's clear why Spence wins his cases, but he won't necessarily win readers over with this volume. (*June 8*)

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Review

Praise for *How to Argue and Win Every Time*

by Gerry Spence, narrated by the author:

"As a course in integrity, love and talking from the heart, this program delivers in style and substance."
-*AudioFile*

"Gerry Spence has become the Socrates of Jackson Hole."-Larry McMurtry

"Gerry Spence is one of America's last true originals--a man who thinks as brilliantly as he lives, who writes as compellingly as he talks, and who practices law as faithfully as most people practice religion."--Dan Rather

From the Back Cover

"Spence has become the Socrates of Jackson Hole."

-Larry McMurtry, author of *Lonesome Dove*

"Spence is one of America's last true originals--a man who thinks as brilliantly as he lives, who writes as compellingly as he talks, and who practices law as faithfully as most people practice religion."

-Dan Rather

"*How to Argue and Win Every Time* is more than just a book about argument; it's the outline on how to live."
-Larry King

"Spence's prose is pointedly sharp in essence and displays unself-consciously his own flamboyant personality. Rises above the herd in the conduct-of-life genre."

-*Booklist*

Users Review

From reader reviews:

Frances Savage:

What do you think of book? It is just for students as they are still students or that for all people in the world, what the best subject for that? Merely you can be answered for that concern above. Every person has distinct personality and hobby per other. Don't to be pressured someone or something that they don't would like do that. You must know how great and important the book Win Your Case: How to Present, Persuade, and Prevail--Every Place, Every Time. All type of book is it possible to see on many solutions. You can look for the internet sources or other social media.

Scott Roche:

Book is to be different per grade. Book for children until adult are different content. As it is known to us that book is very important for people. The book Win Your Case: How to Present, Persuade, and Prevail--Every Place, Every Time had been making you to know about other understanding and of course you can take more information. It is extremely advantages for you. The reserve Win Your Case: How to Present, Persuade, and Prevail--Every Place, Every Time is not only giving you more new information but also being your friend when you truly feel bored. You can spend your current spend time to read your book. Try to make relationship using the book Win Your Case: How to Present, Persuade, and Prevail--Every Place, Every Time. You never experience lose out for everything when you read some books.

Pete Plaisance:

Exactly why? Because this Win Your Case: How to Present, Persuade, and Prevail--Every Place, Every Time is an unordinary book that the inside of the publication waiting for you to snap it but latter it will jolt you with the secret the item inside. Reading this book close to it was fantastic author who else write the book in such awesome way makes the content within easier to understand, entertaining means but still convey the meaning totally. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This book will give you a lot of rewards than the other book include such as help improving your ability and your critical thinking means. So , still want to hesitate having that book? If I were you I will go to the guide store hurriedly.

Mary Moore:

Reading can called imagination hangout, why? Because when you find yourself reading a book mainly book entitled Win Your Case: How to Present, Persuade, and Prevail--Every Place, Every Time the mind will drift away trough every dimension, wandering in every single aspect that maybe unidentified for but surely will end up your mind friends. Imaging every single word written in a guide then become one type conclusion and explanation this maybe you never get before. The Win Your Case: How to Present, Persuade, and Prevail--Every Place, Every Time giving you one more experience more than blown away your brain but also giving you useful information for your better life in this particular era. So now let us explain to you the relaxing pattern the following is your body and mind will probably be pleased when you are finished

studying it, like winning a game. Do you want to try this extraordinary investing spare time activity?

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