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Creating Winning Trial Strategies and Graphics

By G. Christopher Ritter

CHICAGO, March 25, 2005 – [*Creating Winning Trial Strategies and Graphics*](#), published by the American Bar Association Tort Trial and Insurance Practice Section, offers straightforward advice on how lawyers can use graphics to strengthen cases and win trials.

Beginning with the trial lawyer's stock in trade—persuasion—and covering everything from how the rules of evidence apply to trial graphics to what kind of graphics work best, *Creating Winning Trial Strategies and Graphics* provides lawyers with a process that maximizes their opportunities to persuade jurors and transform them from passive, neutral observers to partisans favoring one side over another.

This step-by-step process, which encourages lawyers to step back, re-evaluate what is important about their cases, and simplify their entire courtroom presentation, is the heart of the book. Once a case is simplified, lawyers can better educate jurors by using graphics as crucial tools in clarifying their argument.

This easy-to-read book is the first full-color book published by the ABA and is filled with sample trial graphics. A CD-ROM with graphics from the book is included.

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Editor's note: Review copies and a photo of the author are available by sending an e-mail to Jill Nuppenau at nuppenaj@staff.abanet.org. If you publish a review of this book, please send tearsheets or a copy for our files to Jill Nuppenau, ABA Book Publishing, 750 Lake Shore Drive, Chicago, Ill, 60611.