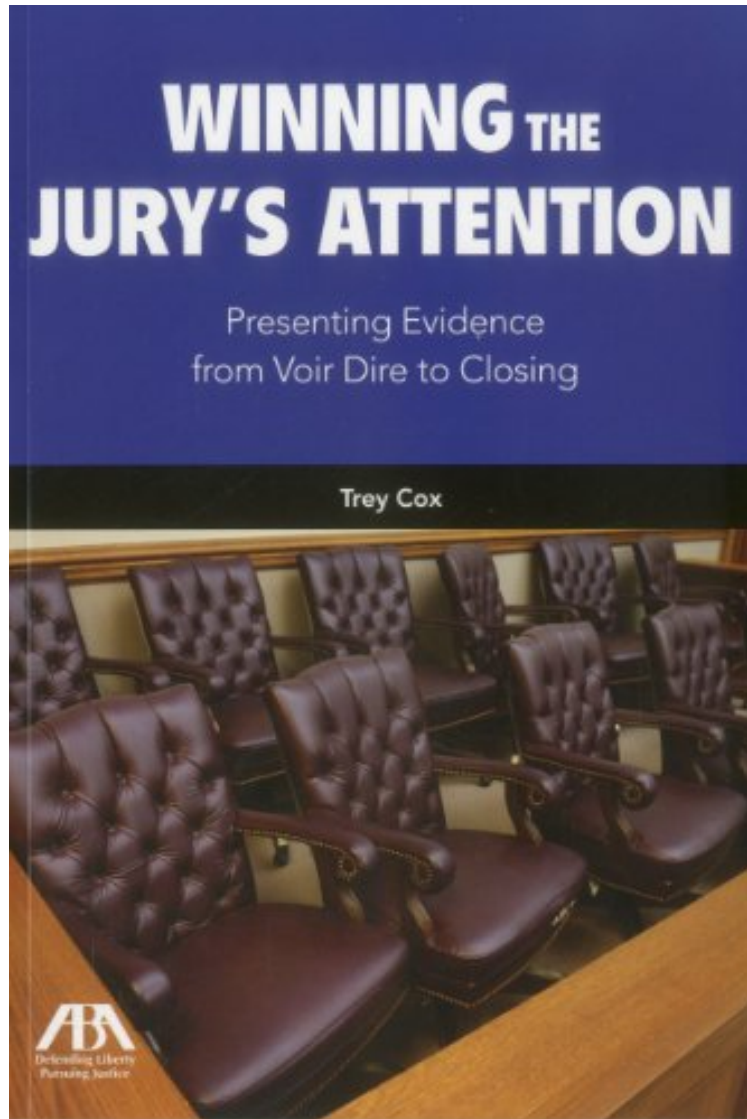


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# Winning the Jury's Attention: Presenting Evidence from Voir Dire to Closing

*Trey Cox*

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Today's jurors, consumed in their own demanding personal and professional lives, are not going to hand over their undivided attention in the courtroom. Author Trey Cox presents seven principles for communicating effectively with a jury. Implementing these practical techniques through each phrase of trial will help you connect with the jury, direct and hold a jury's attention where you want it, and promote understanding and memory.