Snake Charming

Using or combating popular plaintiff's trial tactics.

Don't misapply the theories

Don't misapply the theories

- It's not about buzz-words
- It's not about fear

Don't misapply the theories

- It's about why this case should matter to the jurors

The juror's subconscious

- Jurors may feel uncomfortable blaming someone for inadvertence or true accidents

Don't cry over spilled milk



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