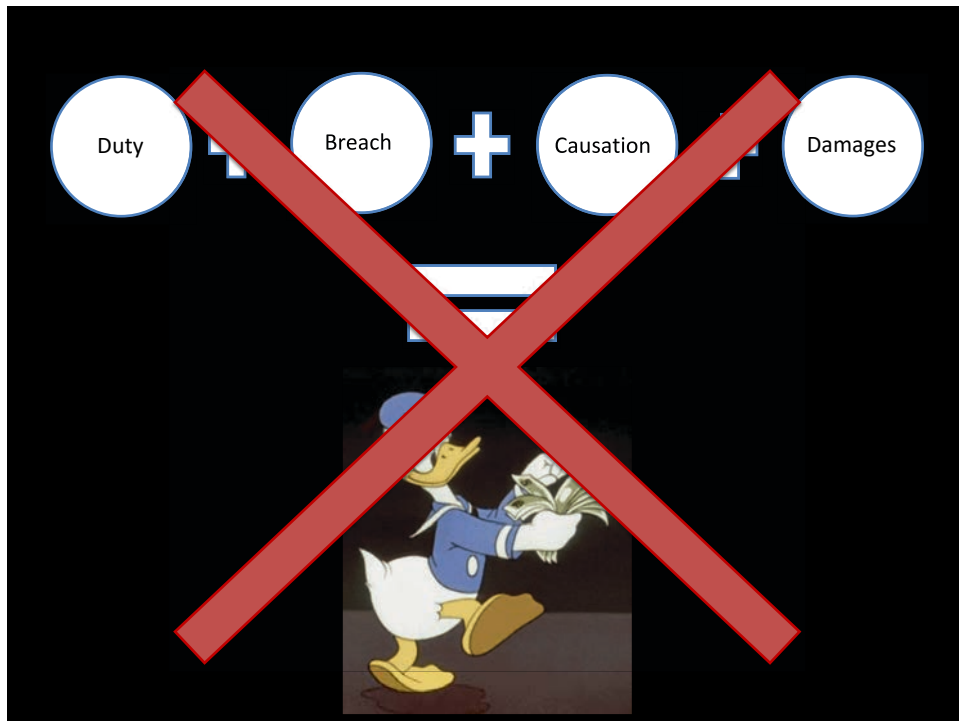


# Exposing the Defense use of Psychological Warfare at Trial



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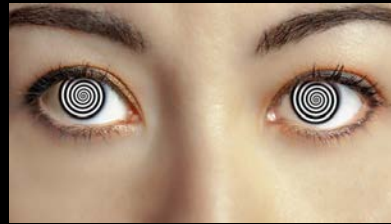
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2

## Beyond Duty, Breach, Causation & Damages

- Defense Psychological Attacks
  - Something for nothing
  - Litigation Lottery
  - "Open Courts"
  - Frivolous Lawsuit
  - Greedy Plaintiff



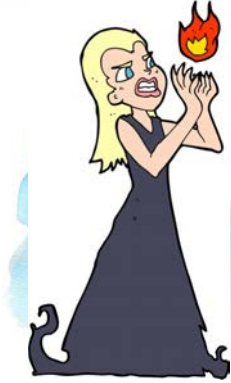
3

## What's the Story they Hear?



4

# What's the Story they Hear?



5

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First appeared as part of the conference materials for the  
2023 The Car Crash Seminar session

"Storytelling and Themes"