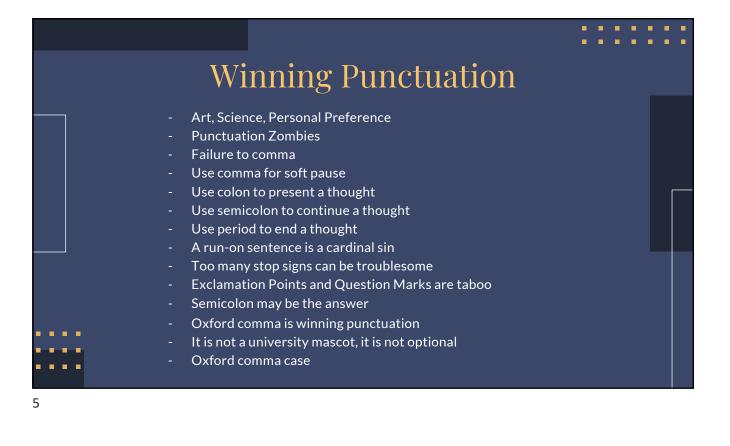




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	Litigation is a popularity contest a. lawyers; b. client representatives; c. witnesses; d. story; and e. paper trail; Win their hearts, and their heads will follow "Junk-yard dogs" rarely prevail at trial Ethos-Pathos-Logos No citations to legal authorities Appellate cases reveal the tip of the iceberg and fail to provide practice pointers - The analysis is tilted - Perceptive of appellate court versus trial court - Jungle Battle - DAYL Conversation - Sully - Black Hawk Down Planning the battle versus battling the plan - Mike Tyson Practice pointers - theory versus practice
3	







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