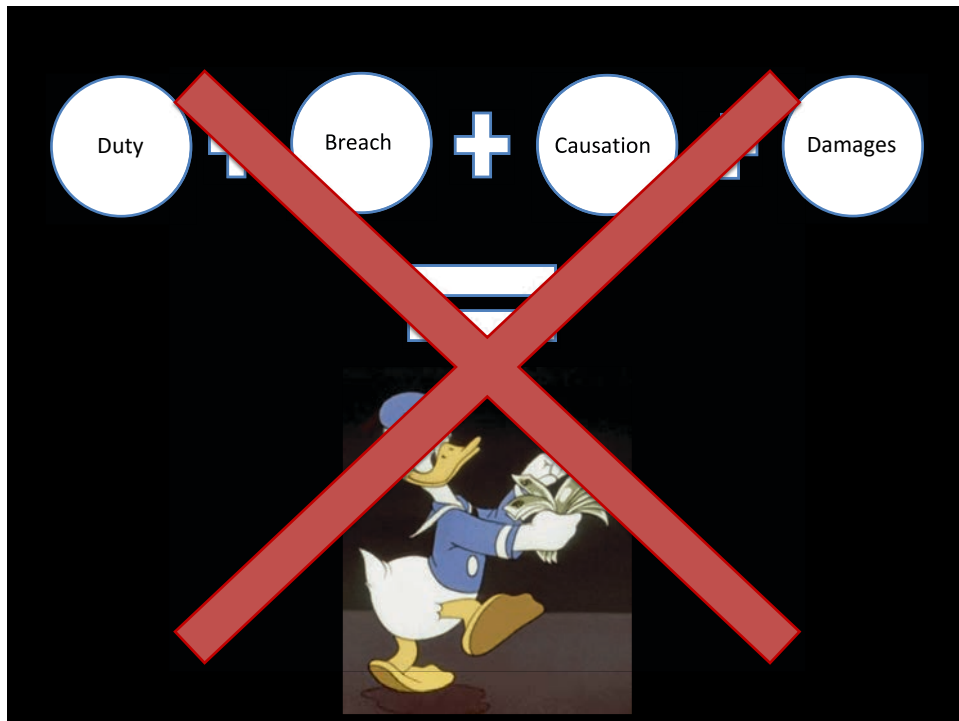


Exposing the Defense use of Psychological Warfare at Trial



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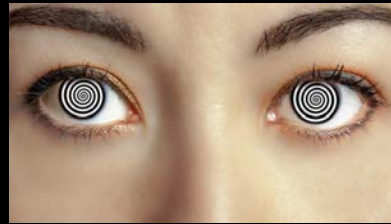
1



2

Beyond Duty, Breach, Causation & Damages

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



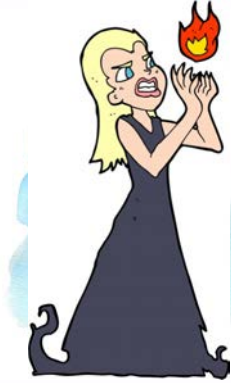
3

What's the Story they Hear?



4

What's the Story they Hear?



5

A collage of four images related to insurance advertisements. The top-left image shows a man in a red sweater pointing upwards with the text "Like a good neighbor, State Farm is there." The top-right image shows the State Farm logo (a hand holding a torch) and the text "Accident Forgiveness". The bottom-left image shows the Allstate logo (two hands) and the text "Allstate You're in good hands." The bottom-right image shows a man's face in a car's side-view mirror, looking surprised or shouting.

6

Also available as part of the eCourse

[Answer Bar: Taking Your Car Crash Case to Trial](#)

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

"Storytelling and Themes"