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63 min

David Ball on Trial Strategy: Understanding the Reptile Mindset



This week we are joined by the nation's most influential trial consultant, David Ball, to discuss the reptilian brain's influence on legal decision-making.

David shares his insights on understanding juror perspectives, addressing jurors' potential biases, and comprehending why social media has been a game changer for trial lawyers. We also discuss the importance of clearly defining legal terms, framing narratives that resonate with jurors, and addressing bogus science in courtrooms.

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