



Our guest this week, John Blumberg, author of *Persuasion Science for Trial Lawyers*, describes how he incorporates developments in psychology, behavioral economics and decision making science into trial presentations.

He describes why information is accepted or rejected by jurors and how decisions by juries can be affected by cognitive overload, mental shortcuts, and biases. He emphasizes the importance of presenting information simply and empowering juries to make their own decisions in an advocates framework, rather avoiding telling jurors what to think in court. John also discusses the concept of false memories and the impact of preconceived beliefs on jury decisions and shares the top three tactics lawyers can use to be more persuasive.

[Listen to "Persuasion Science for Trial Lawyers: John Blumberg" on Spreaker.](#)

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## **Contributors**



### **David T. Biderman**

Partner

[DBiderman@perkinscoie.com](mailto:DBiderman@perkinscoie.com) [310.788.3220](tel:310.788.3220)



### **Jasmine Wetherell**

Partner

[JWetherell@perkinscoie.com](mailto:JWetherell@perkinscoie.com) [310.788.3294](tel:310.788.3294)

Podcast series

## **The Persuasion Occasion**

Hosted by Perkins Coie Consumer Products and Service litigators David Biderman and Jasmine Wetherell, each episode features a conversation with noted professionals about achieving success in disputes and negotiations.

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