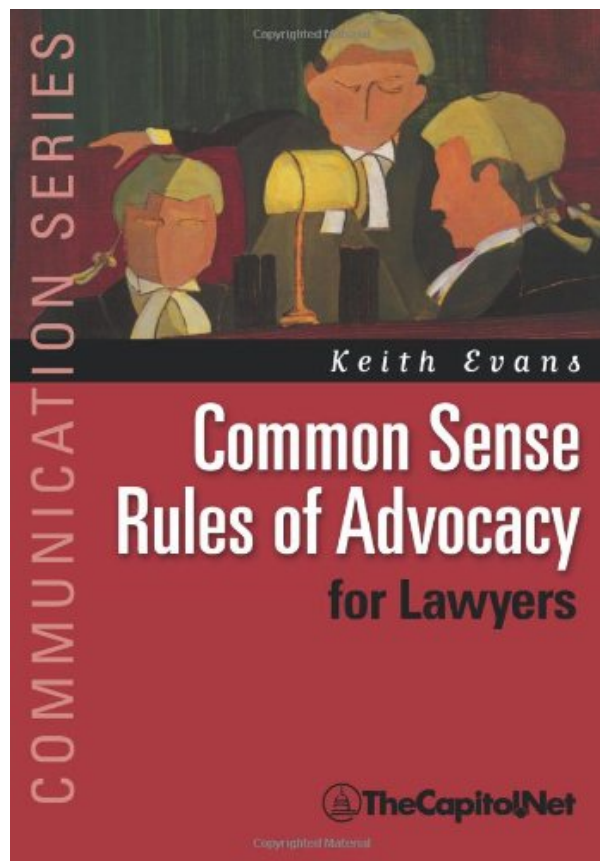
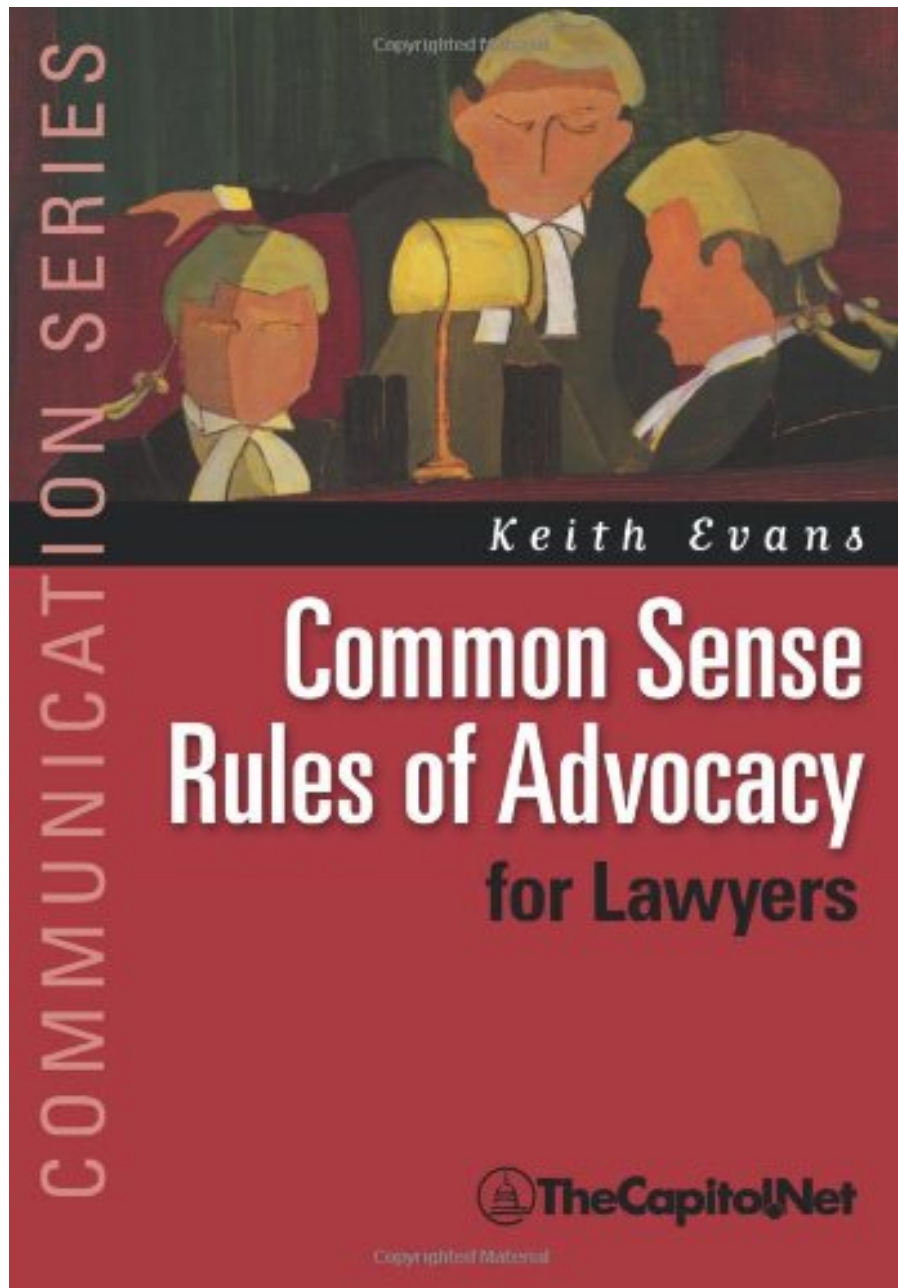


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But I don't want to re-write the book so as to point out that this or that rule is of particular importance in any kind of negotiation or alternative dispute resolution, or that an account executive making a pitch should pay special attention to this one or that one. You are intelligent enough to see how a rule lifts out of the courtroom and can be used in negotiations and presentations, and, indeed, in every kind of relationship.

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PDF

The classic advocacy guide for trial lawyers, Common Sense Rules of Advocacy for Lawyers has been hailed by attorneys, mediators and professors nationwide. It's the practical advocacy guide designed for anyone who must persuade others, including attorneys, lobbyists, negotiators, account executives, law students, sales professionals, and parents.

"Reading this book would profit any advocate of any experience level. Judicious application of the advice contained in the book will make anyone a better advocate."

-- George R. (Bob) Dekle, Legal Skills Professor, University of Florida, Retired Assistant State Attorney, Third Judicial Circuit of Florida (successfully prosecuted Ted Bundy)

"Keith Evans, the author of Common Sense Rules of Advocacy for Lawyers, is an experienced trial lawyer. He has studied the game from the inside and he has seen things others have missed. He has distilled his experience and offers it up in the brisk aphoristic style that brought him his success in the courtroom. The book is a valuable review for the old timers and an excellent primer for those who are starting the climb."

-- Jacob A. Stein, Stein, Mitchell & Mezines, Washington, DC

"This is a terrific guidebook that should be followed by all young trial lawyers. While it is true that these rules are based upon common sense and that most seasoned trial lawyers will figure them out over time, this book will allow young advocates to benefit from all the painful lessons learned by inexperienced lawyers before them."

-- Philip H. Corboy, Corboy & Demetrio, Chicago, IL

"Down to earth advice for the advocate. Keith Evans' book provides important, down-to-earth advice and guidance for both the novice and experienced advocate. Having adjudicated many, many cases, I wish every advocate would review these practical rules for effective advocacy. All advocates will benefit from this helpful book."

-- Jay Grenig, Arbitrator

"Common Sense Rules of Advocacy for Lawyers is a superb how-to book for the trial lawyer. The author, Keith Evans, walks the reader through the essentials of effective trial advocacy, teaching every step of the way while at the same time never sounding the slightest bit like a lecturer. The scope of the book -- everything from what to wear in the courtroom to writing a trial brief -- is truly impressive, yet the author maintains a tone that is refreshingly readable. The author never loses sight of the underlying rules of evidence, procedure, and ethics, but his real genius is translating those rules into -- as the title says -- common sense rules of advocacy. I wish I had had this book when I was a young lawyer. I highly recommend it."

-- Karl Tegland, author, "Courtroom Handbook on Washington Evidence"

"Advocacy is an art as well as a skill, and Keith Evans presents the rules of mastering that art in a very down to earth manner. Filled with humor and eminently readable, his book is a great introduction for the new lawyer and a wonderful learning tool for the advocate with experience."

-- Sherman L. Cohn, Professor, Georgetown University Law Center (first national President of American Inns of Court)

"Even the most experienced trial lawyer can pick up some new techniques here. I will heartily recommend it to my Trial Advocacy students."

-- Frederick C. Moss, Professor, Dedman School of Law, Southern Methodist University

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12 of 14 people found the following review helpful.

The Golden Rules of Advocacy

By George R Dekle

When this book was originally written, it bore the title "The Golden Rules of Advocacy," and the previous edition is still available under that name from Amazon.com. I discovered "Golden Rules" on a trip to England, where I found it on sale at the information desk of the Royal Courts of Justice in London. As a recently retired trial advocate of 32 years experience, I was interested in the English perspective on trial advocacy. I bought the book and read it straight through on the flight home from England and was greatly impressed by Evans' knowledge of the essentials of trial advocacy. When I discovered "Golden Rules" on Amazon.com, I wrote a glowing review.

Then I found "Common Sense Rules," and debated ordering it. I rightly suspected it was "Golden Rules" under another name. After some time, I gave in to the urge to purchase, and I have not regretted it. "Common Sense" is "Golden Rules" revised and expanded, and set forth in a much more user-friendly format.

I lament the change of title, however. The term "Golden Rules" conveys the high ethical standard set by the book far better than "Common Sense". You can have a head full of "Common Sense" and still be as crooked as a corkscrew. Despite my preference for the former title, I cannot fault the publisher for the change. Either term is equally applicable. Maybe the third edition could be entitled "The Golden Rules of Common Sense Advocacy".

Reading this book would profit any advocate of any experience level. Judicious application of the advice contained in the book will make anyone a better advocate.

1 of 1 people found the following review helpful.

A very good book even for the layperson

By K. Lange

This book gives you an excellent mental model for framing a strategy for conducting a case at law. In short the court Case is not a mechanism for discovering the truth/learing the facts of the case/seeing that justice is done. A court case is where two conflicting stories are conceived, built, and submitted to the Jury, who is then asked to decide which story (and sometimes which story teller) they like best. It also gives guidance on procedural matters as a jury will have no confidence in a story teller who is constantly being overruled by the court.

14 of 20 people found the following review helpful.

waste of time

By A Customer

Overhyped, poorly written. He should have spent more time on the book and less time trying to plug it by referencing it in reviews of other legal books.

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