



Target The Unconscious!: The Modern Psychology of Rhetoric for the Plaintiff's Lawyer

Mark D. Swendsen Sr.

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Modern psychology has proven that decisions are made in the unconscious, and only later expressed in the conscious mind. For 2400 years, great lawyers have been using techniques of rhetoric that target the unconscious, and mediocre lawyers have been losing to them because of it. In this book, classic techniques of rhetoric are merged with the modern behavior modification of Pavlov and B. F. Skinner, the conversational hypnotic suggestions of Milton Erickson, M.D., NLP (Neurolinguistic Programming), as well as the appeal to the survival instinct of the unconscious. This book shows, step by step, how appeals are made directly to the unconscious, as well as how they have always been made directly to the unconscious by great lawyers--and how you can use this technology to achieve the judgments and settlements you have always dreamed of. --Mark D. Swendsen, Sr. Mark D. Swendsen, Sr. has been a California lawyer for four decades, and is a former hostage negotiator. Plaintiff trial lawyers have hundreds of books, video's and seminars to choose from in their effort to become better advocates, but this book is an encyclopedia of winning techniques. Here, in one volume, you will find the background, explanation and practical application of techniques that target your message to the unconscious mind. This is a book every trial lawyer should own. --Paul N. Luvera PAUL N. LUVERA practiced plaintiff's trial work for over fifty years. He is the only lawyer from Washington State to be inducted into the National Trial Lawyers Hall of Fame. For twenty years he was an invited lecturer at the Spence Trial College. He has set multimillion dollar verdict records in three states Luvera served as president of the Inner Circle of Advocates & Washington State Trial Lawyers Association and is a member of the American College of Trial Lawyers, International Academy of Trial Lawyers, American Board of Trial Advocates, and the International Society of Barristers. His awards include Trial Lawyer of the Year; the Lifetime Achievement Award the Pillar of Justice Award & Gonzaga University Distinguished Alumni Award.

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