

## PRAISE FOR *ADVANCED CASE FRAMING*

“Mark Mandell’s Case Framing concept is a true game-changer. We all know that trials are about telling a story. Case Framing makes the story so much more compelling. This book is a must-read.”

—Charla Aldous, member of the Inner Circle of Advocates and past president of the American Board of Trial Advocates (Dallas Chapter)

“With his newest book, *Advanced Case Framing*, Mark Mandell again proves to be one of our leading pioneers. The book solves so many advocacy problems and adds so many strengths that it’s hard to see how he’ll ever follow it up, but we know he will. In *Advanced Case Framing*, Mark refines his powerful framing approach. He expands on secondary case frames; provides widely usable examples of case frames such as ‘Do Your Job,’ ‘Know Your Limits,’ and more you’ll use case after case; and seamlessly incorporates his formidable ‘I-Just-Can’t-Get Over’ technique. He shows you how to lead jurors out of the thicket of conflicting witnesses, arguments, laws, and biases—and into the clarity, simplicity, and urgency of seeing your case just the way you want them to.”

—David Ball, trial consultant and author of *David Ball on Damages*

“A must-read for all trial lawyers at all levels of experience. It puts together a formula for success, by explaining the actual process of framing and presenting a case like no other. I know that it works because I have used it with tremendous success.”

—J. Jude Basile, member of the Inner Circle of Advocates and volunteer president of the Trial Lawyers College

“Mark Mandell has written his second must-read book, *Advanced Case Framing*. He offers it as a comprehensive, working model for preparing and trying a case from beginning to end. For anyone even thinking about trying a case to a jury: Read this book and learn from one of the best. I am in awe of Mark’s honesty, determination, and courage—and the tenacity of his commitment to his clients.”

—Greg Cusimano, past president of the Alabama Trial Lawyers Association and member of the American Board of Trial Advocates

“Mark Mandell has done it again! His new book, *Advanced Case Framing*, moves the powerful message that was hatched in his iconic first book from 2015, *Case Framing*. His initial work has become a classic, essential to trial lawyers seeking to unlock the codes of decision science to advance their advocacy. Mark is a talented, insightful trial lawyer who has refined his extraordinary technique for success into simple, understandable principles that should be embraced by any trial lawyers out to better their results for their clients.”

—Mark Davis, past president of the Inner Circle of Advocates and adjunct professor at the University of Hawaii at Manoa William S. Richardson School of Law

“In my 40-plus years of trial work, I have never read a more comprehensive, effective analysis of how to present a case and persuade a jury. Mark’s insights into how the human mind works and his ability to translate those insights into effective presentation of a client’s case is what *Advanced Case Framing* is all about. I use it and it works. My clients and I are indebted to Mark.”

—Patrick O. Dunphy, past president of the Wisconsin Association for Justice and member of the Inner Circle of Advocates

“Just when you think you know it all after 40 years of practice, Mark Mandell teaches you how to see things with new eyes. I profited immensely from this brilliant analytic method of Case Framing. The art of boiling down your facts to the most convincing essence requires lessons from a master. Mark is indeed that.”

—Elizabeth Faiella, member of the Inner Circle of Advocates and named in *Super Lawyers*

“Mark Mandell delivers another excellent book on trial practice—a book filled with helpful strategies and insights. There are thought-provoking ideas on every page.”

—Rick Friedman, coauthor of *Rules of the Road*<sup>TM</sup> and member of the Inner Circle of Advocates

“Mark Mandell is a true giant of the trial bar. His latest book provides real-world, practical guidance on how to set your case up for success from start to finish. The book is a great resource for anyone who tries lawsuits.”

—Jason A. Itkin, member of the Inner Circle of Advocates and named in Texas *Super Lawyers*

“Whether you’re a new trial lawyer or a veteran, Mark Mandell’s *Advanced Case Framing* will help you win some cases you might have lost. Follow Mark’s framing techniques in your next jury trial. Your client and you will be happy you did.”

—Randy Kinnard, member of the Inner Circle of Advocates and past president of the Tennessee Trial Lawyers Association

“*Advanced Case Framing* is a must-read! Mark patiently breaks down every aspect of trial and shows how to up your game—over and over again. Then he applies those techniques to an actual case, so the relevance, importance, and impact of his recommendations become crystal clear. This skills book will make every case in your office better. Applying Mark’s trial tactics will have an immediate impact on your practice.”

—Zoe Littlepage, member of the Inner Circle of Advocates and named in Texas *Super Lawyers*

“*Advanced Case Framing* is the culmination of a lifetime of brilliant work in the courtroom by master trial lawyer Mark Mandell. He has honed the art of the trial and provided a wonderful guide to be used over and over by lawyers at every stage of the case. Trial lawyers will be well-served to adapt anew Mark’s Case Framing principles provided in this book as they approach every case.”

—Judith A. Livingston, member of the Inner Circle of Advocates and fellow of the International Academy of Trial Lawyers

“Mark Mandell has once again written a trial lawyers manual for winning cases. His clear and understandable strategies with examples make the book particularly useful. It is a manual on how to correctly present a case with an emphasis on framing. Every trial lawyer should study this book.”

—Paul Luvera, member emeritus of the Inner Circle of Advocates and listed in *Best Lawyers in America*

“This book is not just a sequel to Mark’s innovative and brilliant first book, *Case Framing*. It’s a lot more than that. Mark takes his Case Framing concept to a whole new level of persuasion with careful explanations and copious examples, including a case study of what has to be one of the most difficult personal injury trials ever won by anyone anywhere.”

—Patrick Malone, author of *The Fearless Cross-Examiner* and coauthor of *Rules of the Road™*

“Mark Mandell shares the deep, often subconscious beliefs that help drive a juror’s decision-making and how to wrap your client’s story within the frame of those beliefs. Take this book with you into the courtroom and use its power for good.”

—Randi McGinn, author of *Changing Laws, Saving Lives* and member of the Inner Circle of Advocates

“Mark Mandell is one of America’s greatest trial lawyers. His first book, *Case Framing*, has given us a wealth of information on how we can be more persuasive advocates for our clients. *Advanced Case Framing* can help us all take our advocacy skills to the next level.”

—Brian McKeen, member of the Inner Circle of Advocates and named in *Super Lawyers*

“Whether you’ve tried one case or a hundred, there is something in *Advanced Case Framing* for you. Using real-life examples and concrete, practical suggestions, renowned trial lawyer Mark Mandell shows you how to organize your facts—good and bad—to draw upon themes that resonate with jurors to create an effective and compelling trial presentation. Mark’s latest book offers a unique look at how he combines his understanding of human nature with his tremendous talent as a trial lawyer to articulate principles that can be applied to any case.”

—Elizabeth Mulvey, fellow of the International Academy of Trial Lawyers and member of the Inner Circle of Advocates

“Mark Mandell’s *Advanced Case Framing* has changed the way I look at my cases, from intake through trial. The thoughtful, disciplined approach that Mark lays out so artfully in his book, along with the examples of how his method has been used, make it easy to apply Case Framing to virtually every type of case and every fact pattern. Few trial lawyers have the generosity of spirit to share techniques, backed by the practical experience that Mark has. The results are astonishing!”

—Kathleen Nastri, past president of the American Association for Justice and fellow of the Connecticut Bar Foundation

“Mark Mandell has taken his ‘aha moment’ and made it into a body of work that informs every stage of a case. And now he is, once again, sharing the insights and work product with each of us. *Advanced Case Framing* is a must-read for anybody who cares about making their case resonate with what a jury already knows and believes. I urge everyone to make it a part of their library—on the top shelf.”

—Ann B. Oldfather, member of the Inner Circle of Advocates and fellow of the International Academy of Trial Lawyers

“Mark Mandell’s Case Framing speeches and *Case Framing* changed the way lawyers in our firm prepare for and approach and try cases. It works, and it works exceptionally well! *Advanced Case Framing* delivers in taking the energized trial lawyer to a different level—a different way of thinking—a unique way of conceptualizing the issues in the case.”

—John F. Romano, past president of the National Trial Lawyers and fellow of the International Academy of Trial Lawyers

“The burning questions that every trial lawyer seeks to answer are: ‘How do I get through to the jury? How can I overcome the innate and learned biases of the jury? What is the true essence of my client’s case?’ In *Advanced Case Framing*, Mark Mandell answers these questions for us and more. Indeed, Mark’s further refining of Case Framing, Sequencing, Echoes, and most especially, I-Just-Can’t-Get-Over Issues, represents a new level of trial advocacy. His application of these principles to both the plaintiff and defense cases is quite brilliant and most helpful. This is trial advocacy at its finest, and it can’t be missed.”

—Lance Sears, former president of the Colorado Trial Lawyers Association and member of the National College of Advocacy Board of Trustees

“*Advanced Case Framing* should be in the library of every trial lawyer looking to perfect his or her trial presentation. It should be revisited to refresh and ‘re-think’ for every trial—and times in between. Bottom line? Mark hits the bull’s-eye as *Advanced Case Framing* gets to the core values of jurors across the spectrum.”

—Todd A. Smith, past president of the American Association for Justice and member of the Inner Circle of Advocates

“*Advanced Case Framing* brilliantly builds on *Case Framing* and distills the principles of successful advocacy: preparation, sensitivity, simple thematics, honesty, humility, and passion.

Mark Mandell's knowledge gained in four decades as one of America's great trial lawyers, along with his application of the lessons of psychology, make this book a how-to for advocates of all experience levels. It's great!"

—Shanin Specter, member of the Inner Circle of Advocates and named in *Super Lawyers*