



The Winning Brief: 100 Tips for Persuasive Briefing in Trial and Appellate Courts

Bryan A. Garner

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Good legal writing wins court cases. In its first edition, *The Winning Brief* proved that the key to writing well is understanding the judicial readership. Now, in a revised and updated version of this modern classic, Bryan A. Garner explains the art of effective writing in 100 concise, practical, and easy-to-use sections. Covering everything from the rules for planning and organizing a brief to openers that can capture a judge's attention from the first few words, these tips add up to the most compelling, orderly, and visually appealing brief that an advocate can present.

In Garner's view, good writing is good thinking put to paper. "Never write a sentence that you couldn't easily speak," he warns—and demonstrates how to do just that. Beginning each tip with a set of quotable quotes from experts, he then gives masterly advice on building sound paragraphs, drafting crisp sentences, choosing the best words ("Strike pursuant to from your vocabulary."), quoting authority, citing sources, and designing a document that looks as impressive as it reads.

Throughout, he shows how to edit for maximal impact, using vivid before-and-after examples that apply the basics of rhetoric to persuasive writing. Filled with examples of good and bad writing from actual briefs filed in courts of all types, *The Winning Brief* also covers the new appellate rules for preparing federal briefs. Constantly collecting material from his seminars and polling judges for their preferences, the second edition delivers the same solid guidelines with even more supporting evidence.

Including for the first time sections on the ever-changing rules of acceptable legal writing, Garner's new edition keeps even the most seasoned lawyers on their toes and writing briefs that win cases. An invaluable resource for attorneys, law clerks, judges, paralegals, law students and their teachers, *The Winning Brief* has the qualities that make all of Garner's books so popular: authority, accessibility, and page after page of techniques that work. If you're writing to win a case, this book shouldn't merely be on your shelf—it should be open on your desk.

The Winning Brief: 100 Tips for Persuasive Briefing in Trial and Appellate Courts Details

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Author : Bryan A. Garner

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Christopher Floss says

This book could serve as a supplement to most legal writing texts, as well as a desk reference for those who do persuasive legal writing. Some of the points are basic while others are worth reading. Certainly, it's a good reference for law students to read.

Sora says

They should recommend this book as a 1L legal writing guide to appellate writing.

Ke says

This book provides a helpful checklist for lawyers re-writing their work. Garner offers everything from advice on fonts to case citation. That said, I must say that I did not agree with all his tips. For example, he could have gone easier with Em Dashes.

Aaron says

A lot of good tips, some mediocre tips, and few stinkers I would never actually use (like don't define abbreviated terms or make all of your headings flush with the left margin), but a TON of padding. There are too many quotes at the beginning of each section. Particularly quotes of the author himself.

Bob says

This man knows how to improve a brief, and he shares it here. It is a book organized around a list. The items in the list are not created equal which gives an unevenness to the experience of reading it. This is a book which must be reread as much as it is read.

It is a great book. For its type, there is none better.

Brent says

Garner is "the man" when it comes to current legal writing.

Dawn says

Garner himself makes me nuts, but his reference materials are great. I think this volume should be required reading for every appellate attorney.

Ross says

A great writing resource for beginning attorneys. Opinionated but authoritative, and fun too. I expect I'll be revisiting this one for years to come.

Ethan says

Transformed the way I do my legal writing and has influenced my fiction writing for the better, too. Highly recommend.
