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Nota di contenuto	Cover; POINT MADE; Copyright; Dedication; Contents; Preface to the Second Edition; Acknowledgments for the First Edition; Introduction; PART ONE THE THEME; 1 Brass Tacks : Explain "who, what, when,where, why, how"; Eric Holder, In re Chiquita Banana; Joshua Rosenkranz, Facebook, Inc. v. ConnectU, Inc.; Fred Bartlit, Pinpoint v. Amazon; Brendan Sullivan, Greg Craig, and Nicole Seligman, Calvin Klein Trademark Trust v. Wachner; David Boies and Ted Olson, Hollingsworth v. Perry; Bernie Nussbaum, IBP v. Tyson Foods; Larry Robbins, United States v. Bayly 2 The Short List : Number your path to victoryA. Your list is governed by factors or rules; Seth Waxman, MercExchange v. eBay; B. You need to address threshold questions before addressing the merits; Ted Olson, Robinson v. Bowen; C. Your dispute is complex or fact-driven; Maureen Mahoney, Grutter v. Bollinger; Larry Tribe, Gratz v. Bollinger; Brendan Sullivan, United States v. Forbes; Ted Olson, Office of Independent Counsel v. Favish; D. You need to regain the offensive in response to your opponent ' s arguments; Kathleen Sullivan, SEC v. Siebel Systems Herbert Wachtell, NFL Enterprises v. EchoStar SatelliteDavid Boies, Weinstein v. Smokewood Entertainment; 3 Why Should I Care? : Give the court a reason to want to find for you; A. The fear of misconstruing a doctrineor statute; Carter Phillips, Miller-El v. Dretke; Stephen Shapiro,

Stoneridge Investment Partners v. Scientific Atlantica; Barack Obama, Tyus v. Bosley; B. The fear of creating new duties, rules, or defenses; Jamie Gorelick, Carrington v. Duke University; Larry Lessig, Warner Bros. Entertainment v. RDR Books; C. The fear of reaching an unfair result or causing harm

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Roy Englert, Federal Insurance Company v. Kingdom of Saudi Arabia; Pulling the techniques together: a preliminary statement dissected; Ted Wells, Terra Firma v. Citigroup; PART TWO THE TALE; Fred Bartlit, Stumpf v. Garvey; 5 Panoramic Shot : Set the stage and sound your theme; Ted Wells, Terra Firma v. Citigroup; Joe Jamail, In re Sunbeam Securities Litigation; Larry Tribe, Coalition to Defend Affirmative Action v. Granholm; Andy Frey, BMW v. Gore; Carter Phillips, Fifth Avenue Presbyterian Church v. City of New York; Joshua Rosenkranz, Facebook, Inc. v. ConnectU, Inc.

6 Show, Not Tell : Let choice details speak for themselves

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## Sommario/riassunto

With Point Made, legal writing expert, Ross Guberman, throws a life preserver to attorneys, who are under more pressure than ever to produce compelling prose. What is the strongest opening for a motion or brief? How to draft winning headings? How to tell a persuasive story when the record is dry and dense? The answers are "more science than art," says Guberman, who has analyzed stellar arguments by distinguished attorneys to develop step-by-step instructions for achieving the results you want. The author takes an empirical approach, drawing heavily on the writings of the nation's 50 most inf

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Sommario/riassunto	This edition is a reprint of the Special Issue published online in the open access journal Remote Sensing (ISSN 2072-4292) from 2016-2017 (available at: <a href="http://www.mdpi.com/journal/remotesensing/special%20issues/rs%20ALS">http://www.mdpi.com/journal/remotesensing/special issues/rs ALS</a> ), complemented by selected articles published in Remote Sensing