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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,

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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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