



# **Writing to Win: The Legal Writer: The Complete Guide to Writing Strategies That Will Make Your Case.. and Win It!**

*Steven D. Stark*

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From a master teacher, a results-oriented approach to powerful legal writing that communicates, that persuades--and that wins.

Of all the professions, the law has the most deserved reputation for opaque, jargon-clogged writing. Legal education, which focuses on judicial opinions, not instruments of persuasion, is partly to blame. Yet forceful writing is one of the most potent weapons of legal advocacy. In **Writing to Win**, Steve Stark, a former teacher of writing at Harvard Law, who has taught thousands of aspiring and practicing lawyers, has written the only book on the market that applies the universal principles of vigorous prose to the job of making a case--and winning it.

**Writing to Win** focuses on the writing of lawyers, not judges, and includes dozens of examples of effective (and ineffective) real-life writing--as well as models drawn from advertising, journalism, and fiction. It deals with the problems lawyers face in writing, from organization to strengthening and editing prose; teaches ways of improving arguments; addresses litigation and technical writing in all its forms; and covers the writing attorneys must perform in their practice, from memos and letters to briefs and contracts. Each chapter opens with a succinct set of rules for easy reference.

No other legal writing book on the market is as practical, as focused on results, as well written as **Writing to Win**.

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