

Continuing Education of the Bar (CEB) Releases New Edition of Persuasive Opening Statements and Closing Arguments Authored by CPM Partners Cotchett and Fineman

Nationally Recognized Trial Lawyers' Proven Techniques for Compelling and Effective Opening Statements and Closing Arguments

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Continuing Education of the Bar -- California (CEB), the leading source for legal education and legal research solutions for California lawyers, is pleased to release a new edition of **Persuasive Opening Statements and Closing Arguments**, a classic primer on preparing successfully for trial.

Trial veterans **Joseph Cotchett** and **Nancy Fineman** deliver proven techniques for compelling and effective opening statements and closing arguments. These nationally recognized trial lawyers provide guidance and techniques for planning, developing, and presenting winning opening statements and closing arguments from both plaintiff and defense perspectives. The handy volume includes valuable practice tips and actual trial transcripts of statements and arguments that provide vital guidance for both seasoned litigators and newer trial attorneys.

First published nearly 30 years ago, **Persuasive Opening Statements and Closing Arguments** has earned a reputation among California lawyers as an informative and entertaining how-to. It now appears in a new softcover binding, fully up to date, and with Nancy Fineman replacing original co-author Frank Rothman.

Joseph Cotchett is considered by plaintiffs and defense attorneys alike to be one of the foremost trial lawyers in the country. He has been named one of the 100 most influential lawyers in the nation for the past 15 years and in 2013 was named by Super Lawyers to be the number ONE lawyer in Northern California. Recipient of numerous awards and honors, Cotchett was inducted into the prestigious **American Trial Lawyer Hall of Fame** in 2011 for his work nationwide in civil rights and litigation on behalf of the under-privileged in our society. He is the founder of Cotchett, Pitre & McCarthy, LLP, Burlingame.

CONTINUING EDUCATION OF THE BAR (CEB) RELEASES NEW EDITION OF PERSUASIVE OPENING STATEMENTS AND CLOSING ARGUMENTS AUTHORED BY CPM PARTNERS COTCHETT AND FINEMAN

Nancy Fineman was named as a Trial Lawyer of the Year for 2014 by Public Justice, a trial lawyer of the year for 2014 by the San Francisco Trial Lawyers Association, a 2010-2011 Woman of Achievement by California Women Lawyers, a Litigator of the Week by the Am Law Litigation Daily, the 2012 Woman Trial Lawyer of the Year by the Consumer Attorneys of California Women's Caucus, a California Super Lawyer every year since 2004, and among the Lawdragon 500 Leading Lawyers of America for 2011. Fineman is a Principal at Cotchett, Pitre & McCarthy, LLP, Burlingame.

Persuasive Opening Statements and Closing Arguments can be purchased from CEB by calling 800.232.3444 or going to ceb.com. CEB is a self-supporting program of the University of California that is cosponsored by the State Bar of California. Founded in 1947 with the mandate to cultivate the professional development of California lawyers, CEB was the first organization to offer formal Continuing Legal Education in the state. CEB's offerings have grown to include a wide array of award-winning practice books, guides, electronic products, and CLE programs.