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David Ball, a co-founder of Reptilian Advocacy, is a litigation strategist with North Carolina's Malekpour & Ball Consulting (JuryWatch, Inc.). He is the nation's most influential jury consultant, communications expert, and advocacy teacher. His training is in science, engineering, small-group communications, and theater, and he is a 30-year veteran of the professional theater.

Dr. Ball and his partner, lawyer/consultant Artemis Malekpour, consult on civil and criminal cases of every size across the country, and are routinely credited with turning the most difficult cases into high-verdict victories. They are the nation's only trial consultants qualified to safely and comprehensively guide attorneys with Reptilian methods and strategy.

Dr. Ball is also a pioneer in adapting film and theater methods into trial techniques. His theater/film students have won Oscars, Obies, Tonies, and Emmies; his scripts have been done at professional theaters off-Broadway and throughout North America and overseas; his major theater credits include the Guthrie Theater and Carnegie-Mellon University's renowned theater conservatory. His best-selling film and theater training book, *Backwards and Forwards*, has been the field's standard every year since 1984, and perennially occupies a top spot on Amazon. And for nearly three decades, the three editions of his best-selling crossover text, *Theater Tips and Strategies for Jury Trials*, have set the standard for the use of film and theater techniques in litigation.

Dr. Ball has taught law students at North Carolina, Wake Forest, Pittsburgh, Minnesota, Roger Williams, Loyola, and Campbell schools of law, and at Duke University as Senior Lecturer in Law. He's an award-winning teacher for the North Carolina Advocates for Justice and the American Association for Justice's National College of Advocacy. He has long been the nation's most in-demand Continuing Legal Education speaker.

Dr. Ball is also the author of the two best-selling trial strategy books ever written: *David Ball on Damages* and -- with Don Keenan -- *Reptile: The 2009 Manual of the Plaintiff's Revolution*. His latest book is *David Ball on Criminal Defense*.

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