

EFFECTIVE EXAMINATIONS AT TRIAL

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YOUR CREDIBILITY IS OUTCOME DETERMINATIVE.

BUSINESS INSIDER

Science says being tall could make you
richer and more successful — here's why

By Scott Love
SEP 8, 2015, 1:17 PM

If there was one tall tale, it's this: People of different heights have equal opportunities to achieve success in life.

Indeed, scientific research seems to suggest that tall men and women have a significant advantage over their shorter counterparts.

The story, truly, is that the taller you are, the more you earn. In fact, according to that study, a person who is 6 feet tall would be predicted to earn nearly \$40,000 more over the course of a career than someone who stands at 5 feet 6 inches. (The researchers showed that results may vary from country to country.)

2. They're smarter.

taller people are inherently more intelligent than shorter people.

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4. We're biased to see tall people as more leader-like.

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Science says people determine your
competence, intelligence, and salary based
on your weight

By Scott Love
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What factors would you consider when evaluating candidates for a job as a professional?

Intelligence, competence, and salary based on your weight.

A recent review of research led by University professor Thomas Schwaninger, Ph.D., and doctoral student Emma Lervan, highlighted the potentially powerful effects of weight bias in the workplace.

In one experiment, men and women rated digital resumes that included photographs of men whose people and digitally altered photographs of those same people as obese.

Results showed that obese job candidates were deemed significantly less competent than non-obese candidates. Interestingly, men overweight participants showed a less biased view of obese candidates.

"What we found across our studies is that obesity seems to be a proxy for low competence," Schwaninger said in a release. "People judge obese people to be less competent even when it's not the case."

Schwaninger and Lervan's study is supported by other research, which suggests that obese people are generally seen as less productive, more prone to interpersonal problems, less, and less intelligent than their thinner counterparts.

Science says people determine your competence, intelligence, and salary based on your weight

1

FIRST IMPRESSIONS ARE LASTING ONES

- Opening statements can and often do make the difference in the outcome of the case.
- Studies have shown that jury verdicts are, in the majority of cases, consistent with the initial impressions made during the opening statements.
- Once people have gained an initial impression, they pay less attention to the information they are given.

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TRIAL EXAMINATIONS

1. Building your credibility
2. Attacking your opponent's credibility

Important Rules

1. IT IS the manufacturer's responsibility to make sure its drug is safe for women and children.
2. IT IS the manufacturer's responsibility to appropriately warn physicians about risks that are known or knowable.

THE LABEL

- The label ("PDR") is what gives doctors the information to tell the patient about risks of the drug so the patient can make an informed decision to take the drug;
- Manufacturer bears responsibility for the content of its label at all times;
- Manufacturer must write and ensure its label is accurate at all times.

The Rules

(2) The labeling must be informative and accurate and neither promotional in tone nor false or misleading in any particular.



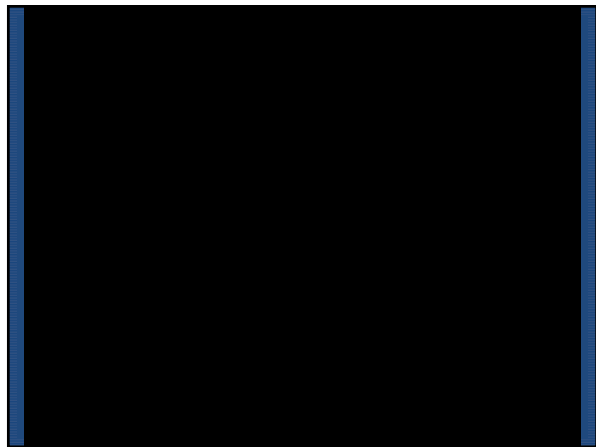
CSI
COLD CASE

Types of Evidence

- Employee Testimony
- Internal Documents
- Medical Records/Witnesses
- Expert Testimony

BUILDING YOUR CREDIBILITY

Mr. Gregory Gribko
Director of Safety

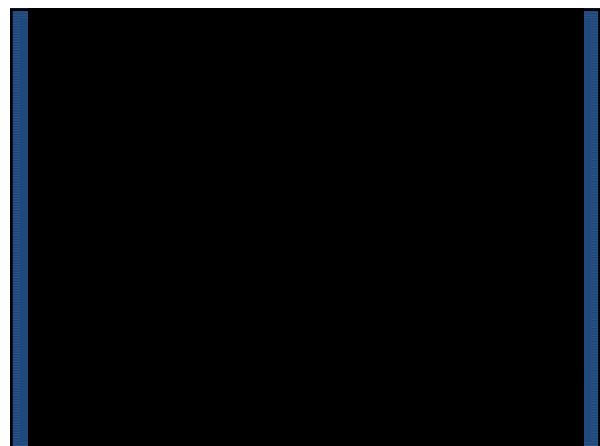


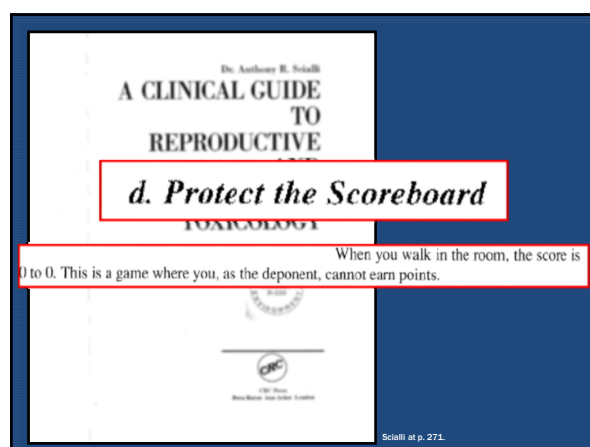
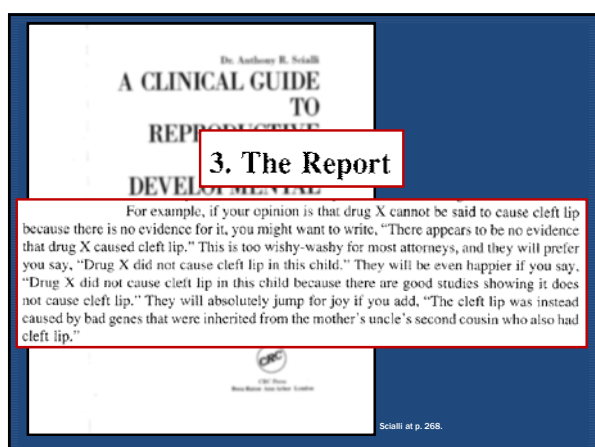
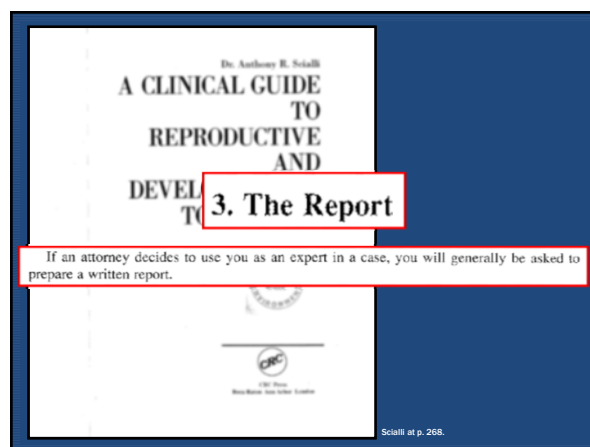
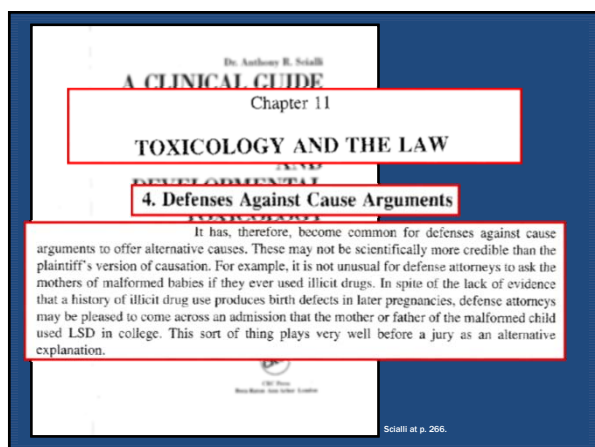
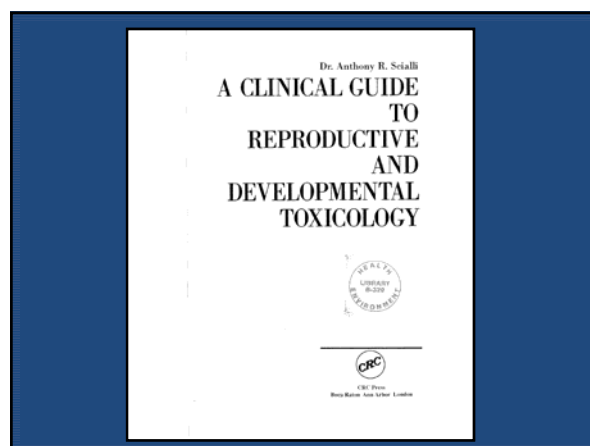
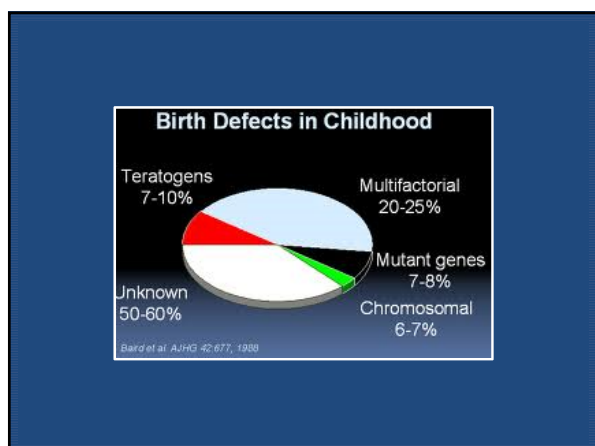
WHAT WE LEARNED

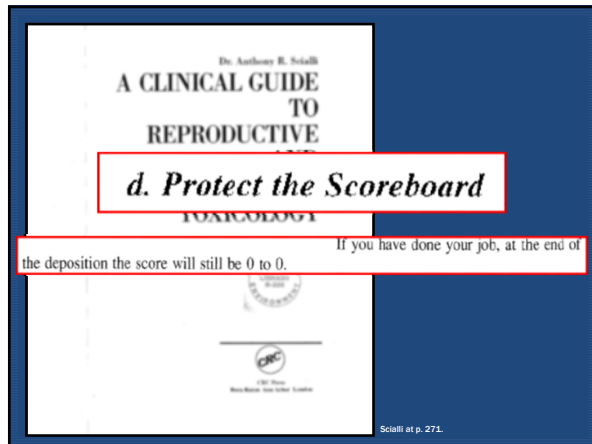
- Company responsible for label.
- Company must evaluate new safety information.
- Company must keep physicians up-to-date when new problems are identified.
- Company must not mislead physicians.
- Label must be truthful and accurate.

ATTACKING YOUR OPPONENT'S CREDIBILITY

Mr. Michael Kaufman
Director of Regulatory Affairs







Dr. Anthony R. Sciatti

**A CLINICAL GUIDE
TO
REPRODUCTIVE
TOXICOLOGY**

d. Protect the Scoreboard

If you have done your job, at the end of
the deposition the score will still be 0 to 0.

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Sciatti et p. 271.