



Legal Writing by Design: A Guide to Great Briefs and Memos, Second Edition

Teresa J. Reid Rambo, Leanne J. Pflaum

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The second edition of *Legal Writing by Design* remains unique in demonstrating how to transform thoughts into writing by explaining the link between thinking and writing. It doesn't just tell the reader to "argue by analogy" or to "apply the rule" — it explains the design of the thinking involved in those processes and shows how to transform that design into writing.

Through easily understandable hypotheticals, outlines, graphics, exercises, and writing samples, many garnered during the authors' combined forty-plus years of teaching legal writing and appellate advocacy to law students, *Legal Writing by Design* comprehensively demonstrates how to transform ideas into exceptional writing. It demystifies the writing process by explaining the design of (1) deductive and inductive reasoning, (2) analogical thinking, and (3) relevancy. Once that design is understood, writing becomes easy.

Writing with liberal doses of humor, the authors provide clearly readable charts, examples, and templates throughout this second edition. All chapters include a chapter review, and many also provide writing prompts. In addition to chapters explaining the fundamentals of writing legal memos and briefs, *Legal Writing by Design* contains sections on (1) clear and effective writing; (2) the appellate process, including an easily understandable explanation of standards of review; (3) oral argument techniques and practice; (4) the writing and editing process; (5) case briefing; and (6) professionalism in the practice of law. Exercises corresponding to the principles explained are included throughout most chapters.

Successfully used for over ten years by thousands of law school students, *Legal Writing by Design* is the perfect tool for anyone — attorneys, legal assistants, pro se litigants, undergraduate students, or the public — who seeks the ideal way to analyze issues, to write clearly, and to write persuasively.

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