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Insight — 2/2/2007 12:00:00 AM

Persuasion Strategies consultants, Ken Broda-Bahm and Kevin Bouly, describe how juror bias against companies can follow corporations into the courtroom whether as plaintiff or defendant. Less well understood are the different forms that this bias may take and the ways it shapes public perceptions of corporations in the legal system. The complete article is available on Law.com

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