

FOR IMMEDIATE RELEASE  
JUNE 30, 2009**Borrowed Ladder Media & the work of Joseph Ficocello Featured in Litigation Textbook**

**Stuart, Florida** – Borrowed Ladder Media Services, Inc., known within the litigation consulting industry at Borrowed Ladder | Trial Solutions, is proud to announce that the work of Joseph Ficocello has been featured in the litigation textbook Trial Advocacy: Planning, Analysis and Strategy (Clark, Aspen Publishers, 2nd Edition, 2008). Authored by Marilyn J. Berger, John B. Mitchell, Ronald H. Clark, is described by the author as, “It presents premier trial principles and strategies as well as state-of-the-art trial technology for every phase from trial preparation through closing argument. Planning techniques for developing and using case theories and themes are explained in depth. An accompanying DVD that shows model trial performances by experienced trial lawyers, a movie of the crime scene, and trial animations makes Trial Advocacy: Planning, Analysis, and Strategy an outstanding, indispensable resource for law students and practicing trial lawyers.”

“I was deeply honored to be asked by Professor Clark to be a part of his textbook,” Joseph Ficocello said. He is the President & Senior Trial Consultant of Borrowed Ladder Media whose work was featured in the textbook. “I hope to have future opportunities to assist the academic community in demonstrating the benefits of litigation technology, graphics, and support as an active portion of every litigator’s practice.”

The textbook Trial Advocacy: Planning, Analysis and Strategy can now be purchased through various online book retailers such as Amazon.com.

**About Borrowed Ladder Media Services, Inc.**

Founded in 2002, Borrowed Ladder is a national litigation consulting company with a specialization in trial presentation, graphics, illustration, 2D/3D & Flash animation, as well as in-court support and on-site trial logistics.

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