



Mastering the Media in a Products Liability Case

Brett Emison

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Products liability refers generally to statutory and common law permitting the injured plaintiff to bring suit against manufacturers and sellers of defective products. Use *Mastering the Media* in a Products Liability Case for in-depth insight into handling the media when dealing with the four main products liability claims: 1) negligence, 2) breach of one or more warranties, 3) liability without fault or negligence, 4) misrepresentation.

Learn how to approach the media aspects associated with these claims:

- Communication tactics via modern media
- The impact of digital media on product manufacturers
- Social media and juries, and more

This book also features a 16-page Q&A with Sara Rittman, former legal ethics counsel for the Supreme Court of Missouri.

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