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Orange County-based Trial/Political Consultant Announces Book Deal with Prentice Hall Press

Distributed by Press Release

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COSTA MESA, Calif.
([Map](#)) - COSTA MESA, Calif., Nov. 10 /PRNewswire/ -- Today, Chris St. Hilaire, founder and CEO of Orange County-based national messaging firm Jury Impact/M4 Strategies announced a book deal with Prentice Hall Press to

author "27 POWERS OF PERSUASION - Influencing Audiences from One-to-One Million."

The book draws from St. Hilaire's 16 year career in politics, media, marketing and the courtroom -- combining the best tactics of the big communication trades to assist anyone who needs to persuade an audience. "27 Powers of Persuasion" is scheduled to be released in Spring, 2010.

Profiled in the Los Angeles Times and with offices on the East and West Coast, Jury Impact has revolutionized traditional trial research. In 2008 alone, the company has already interviewed more than 1000 jurors nationwide. The firm was recognized at the 2007 Stevie Awards in New York City as one of America's "Most Innovative Companies."

M4 Strategies is a message consulting firm that provides polling and focus group research for many of the nation's biggest marketing, political and communication campaigns.

St. Hilaire, named one of Orange County's "40 Under 40" Entrepreneurs, was recently named as a finalist for California Small Business Person of the Year by the U.S. Small Business Administration.

For more information about the announcement call (714) 754-1234 or visit the company's Web sites at <http://www.impactjuries.com> and <http://www.m4strategies.com>.

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Business News



[Big 3 carmakers beg for \\$25B, warn of catastrophe](#)

6 mins ago - Detroit's Big Three automakers pleaded with a reluctant Congress Tuesday for a \$25 billion lifeline to save the once-proud titans of U.S.

industry, pointedly warning of a national economic catastrophe should they collapse.



[Holder is Obama's top choice for attorney general](#)

9 mins ago - President-elect Barack Obama's top choice for attorney general is Eric Holder, a former No. 2 Justice

Department official in the Clinton administration and Obama campaign aide who would become the first African American to serve as the nation's chief lawyer.

[Stevens falls further behind in Alaska Senate race](#)

1 hr 47 mins ago - Alaska Sen. Ted Stevens dropped further behind Democrat Mark Begich in his re-election bid Tuesday as the convicted felon's 85th birthday became a grueling wait that could determine whether his decades-long hold on power is over.



[McCain to set up PAC to seek 5th Senate term](#)

52 mins ago - Sen. John McCain, whose presidential bid was snuffed out two weeks ago by President-elect Barack Obama, is setting up a political action

committee as a first step in running for a fifth term in the Senate.



[Aruba police pursue new evidence in Holloway case](#)

2 hrs 40 mins ago - A new witness has come forward in the 2005 disappearance of American teenager Natalie Holloway in Aruba, and prosecutors said

Tuesday they are seeking more evidence against the only remaining suspect.



[Sheriff: Bonfire caused 1 of 3 Calif. wildfires](#)

35 mins ago - The Santa Barbara County sheriff says a weekend wildfire that destroyed 210 homes was caused accidentally by a bonfire built by a group of young adults. Sheriff Bill Brown said Tuesday that the 10 young people thought they put out the bonfire before they left. The destructive wildfire erupted about 13 hours after the group left the tea garden where the bonfire was built.

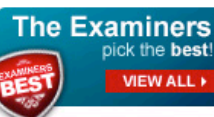


[Ariz. boy: Someone shot dad, renter before I did](#)

33 mins ago - An 8-year-old boy accused in the shooting deaths of his father and another man said in a police interview released Tuesday that he did

not fire the first shots at the men but later shot them so they wouldn't suffer.

[Man nabbed after hitting girlfriend with sandwich](#)



Today in Photos [All »](#)





More Business_and_Finance Releases

Hasbro Inc

[\(HAS\): Atari Brings the Adventure to Retail With 'Neverwinter Nights\(TM\) 2: Storm of Zehir'](#) 7 hrs ago

Oppenheimer Holdings Inc

[\(OPY\): Oppenheimer Responds to MSD Complaint](#) 6 hrs ago

PG&E Corp

[\(PCG\): Pacific Gas and Electric Company Completes Notes Offerings](#) 6 hrs ago

Verizon Communications Inc

[\(VZ\): Camas, Wash., Awards Video Franchise to Verizon](#) 7 hrs ago

XTO Energy Inc

[\(XTO\): XTO Energy Declares Quarterly Dividend](#) 6 hrs ago

3 hrs ago - A man faces a domestic battery charge after allegedly hitting his girlfriend with a sandwich as she was driving on Interstate 95 on Friday. Police said the 19-year-old man became angry and hit the woman in the arm and face with a sandwich, knocking her glasses off.



[Red Sox 2B Dustin Pedroia easily wins AL MVP award](#)

1 hr 44 mins ago - Dustin Pedroia could easily be mistaken for a mechanic, carpenter or plumber, most anything except a major leaguer. "I'm not the

biggest guy in the world. I don't have that many tools," he said. "If you saw me walking down the street, you wouldn't think I'm a baseball player." Well, not unless he was carrying his AL MVP award.

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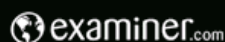
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