FRIED ROGERS GOLDBERG LLC

Joe Fried is not your typical plaintiff trial attorney. He is best known for getting big-dollar results in truck accident cases across the country, but what really differentiates him is his unique approach and style.

"Most lawyers focus on facts and law, but cases are really more about people, stories, relationships, and credibility," Fried says. "My job is to find the compelling human story in a case and present it in the most credible way possible." He adds, "This way, cases become about a community as much as they are about any particular plaintiff."

Fried is a former police officer and judge with a diverse background in physics, engineering, and accident reconstruction as well psychodrama, neurolinguistics, and story-telling. While understanding the technical aspects of cases is important, the key to winning, Fried emphasizes, is: "understanding what makes people tick."

Before turning to trucking, Fried spent years representing burn victims in product liability cases. When car manufacturers improved their designs so fewer people would burn alive, Fried started looking for somewhere else he could make a difference. "I have always been a safety advocate," he says, "and when I saw the number of avoidable truck wrecks and how most lawyers were approaching these cases, I knew what I had to do."

Fried intensely studied all aspects of the trucking industry and its players, developing unique approaches to succeed against dangerous trucking companies. "Most lawyers handle truck wreck cases like big car wreck cases," he notes, "and they miss the true compelling story of the case and its full value."

Fried and his partners Brian "Buck" Rogers and Michael Goldberg regularly teach other lawyers about commercial motor vehicle cases. "We are proud that so many lawyers across the country call upon us to help," Fried says. During the past few years, Fried Rogers Goldberg has recovered more than $200 million for its clients in about 20 states, while also encouraging companies to change dangerous trucking practices.

Fried, selected for inclusion in *The Best Lawyers in America*®, also serves on the faculty of the prestigious Trial Lawyers College, as well as on the boards of several prominent national trucking safety organizations.

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