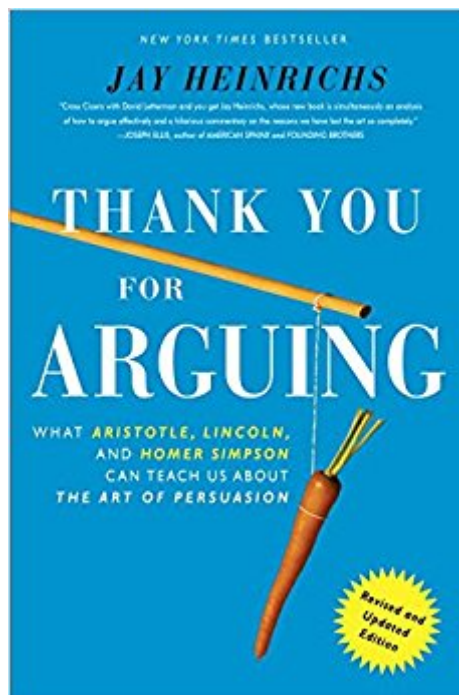




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Thank You For Arguing, Revised And Updated Edition: What Aristotle, Lincoln, And Homer Simpson Can Teach Us About The Art Of Persuasion



Synopsis

For when you really have to get your point acrossâ

âExpanded and Revised: Including new chapters on leadership, Obamaâs oratorical mastery, the pitfalls of apologiesâand an âArgument Labâ section to put your new skills to the test.â

Thank You for Arguing is your master class in the art of persuasion, taught by professors ranging from Bart Simpson to Winston Churchill. The time-tested secrets this book discloses include Ciceroâs three-step strategy for moving an audience to actionâas well as Honest Abeâs Shameless Trick of lowering an audienceâs expectations by pretending to be unpolished. But itâs also replete with contemporary techniques such as politiciansâ use of âcodeâ language to appeal to specific groups and an eye-opening assortment of popular-culture dodgesâincluding The Yoda Technique, The Belushi Paradigm, and The Eddie Haskell Ploy. Whether youâre an inveterate lover of language books or just want to win a lot more anger-free arguments on the page, at the podium, or over a beer, Thank You for Arguing is for you. Written by one of todayâs most popular language mavens, itâs warm, witty, erudite, and truly enlightening. It not only teaches you how to recognize a paralipsis and a chiasmus when you hear them, but also how to wield such handy and persuasive weapons the next time you really, really want to get your own way.

Book Information

Paperback: 432 pages

Publisher: Three Rivers Press; Rev Upd edition (August 6, 2013)

Language: English

ISBN-10: 0385347758

ISBN-13: 978-0385347754

Product Dimensions: 6.1 x 0.9 x 9.2 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (173 customer reviews)

Best Sellers Rank: #1,861 in Books (See Top 100 in Books) #1 in **Books > Textbooks >**

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Customer Reviews

In a previous life I was an academic, where my training was as a classicist and student of ancient rhetoric, particularly in the speeches of Cicero and Demosthenes. My hobbies make me an avid

follower of political rhetoric and debates. My professional life places me as a practitioner of modern business rhetoric, where I help a leading professional services firm to tailor our messages for prospective clients and win new business. Wearing all three hats at once, let me confess: Jay Heinrichs has written the book I wished I had been able to write before him. For several years, I have recommended it constantly, to friends, to employees, to colleagues in business, and to students visiting from my alma mater. *Thank You For Arguing* is without doubt the most accessible introduction to millenia's worth of accumulated wisdom about persuasion. What's more, it's wildly entertaining. Jay writes with an engaging voice, self-deprecating humor, clear examples, modern and ancient parallels, and practical tips. For those of us who are green with envy about what Jay achieved, the news gets worse. There was always the chance that the 1st edition would age, its examples become stale, its few soft spots remain unaddressed (*aliquando bonus dormitat Homerus*), the book fall from use, and something newer and better would be required. But now Jay has written a 2nd edition, a substantial revision that addresses comments and corrections from readers and rhetoricians through the years, updates cultural and political examples, covers further topics not found in the first edition, and most significantly, provides an "argument lab" (in the Appendix and in an online tool) that lets you practice and play with the concepts in the book. So, for a good long time to come, *Thank You for Arguing* should be the standard.

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