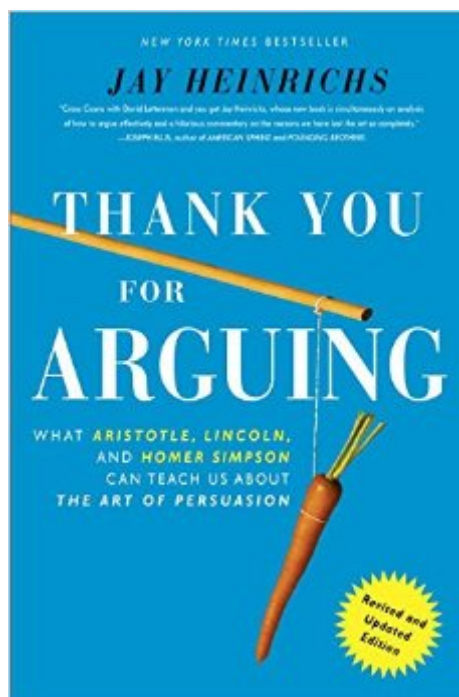


The book was found

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

âThank You for Arguing is your master class in the art of persuasion, taught by professors ranging from Bart Simpson to Winston Churchill.â

â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 >**

Communication & Journalism > Communications #1 in Books > Politics & Social Sciences >

Social Sciences > Communication & Media Studies #1 inÂ Books > Reference > Words, Language
& Grammar > Semantics

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.

[Download to continue reading...](#)

Thank You For Arguing, Revised and Updated Edition: What Aristotle, Lincoln, And Homer Simpson Can Teach Us About the Art of Persuasion
The Art of Persuasion for Mutual Benefit: The Win-Win Persuasion (persuasion techniques, influence people, psychology of persuasion)
Persuasion: The Key To Seduce The Universe! - Become A Master Of Manipulation, Influence & Mind Control (Influence people, Persuasion techniques, Persuasion psychology, Compliance management)
7 Steps to an Organized Wedding
Thank You Note: A Bride and Groom's Guide to Staying Sane During the Thank You Note Writing Process
The Bride's Thank You Guide: Thank You Writing Made Easy
Persuasion: The Subtle Art: How to Influence People to Always Get YOUR Way and What YOU Want (Persuasion, Influence, Hypnosis, Psychology, Compliance Gaining, Human Behavior, Mind Hacks, Book 4)
Aristotle: Complete Works, Historical Background, and Modern Interpretation of Aristotle's Ideas (Annotated and Illustrated, Hyperlinked Footnotes and Navigation) (Annotated Classics)
Técnicas de Persuasion / Techniques of Persuasion: De la propaganda al lavado de cerebro/ From Propaganda to Brainwashing (Psicología/ Psychology) (Spanish Edition)
Summary - Influence: An Amazing Summary About This Book Of Robert Cialdini! -- The Psychology Of Persuasion (Influence: An Amazing Summary-- Persuasion, ... and Practice, Summary, Book,

Influencer) Why Can't My Child Behave?: Why Can't She Cope? Why Can't He Learn? The Feingold Diet updated for today's busy families HTML and CSS in 24 Hours, Sams Teach Yourself (Updated for HTML5 and CSS3) (9th Edition) (Sams Teach Yourself in 24 Hours) The Everything Wedding Etiquette Book: From Invites to Thank-you Notes - All You Need to Handle Even the Stickiest Situations with Ease (Everything®) The Happiness Project (Revised Edition): Or, Why I Spent a Year Trying to Sing in the Morning, Clean My Closets, Fight Right, Read Aristotle, and Generally Have More Fun The Essential Ericksonian Hypnosis Primer: How-To Master Hypnotic Persuasion, And Covert, Indirect, Conversational Hypnosis; So You Can Change Minds And Persuasions Instantly Exploring Literature: Writing and Arguing about Fiction, Poetry, Drama, and the Essay, 5th Edition Arguing about Literature: A Guide and Reader Arguing Euthanasia: The Controversy Over Mercy Killing, Assisted Suicide, And The "Right To Die" How To Stop Arguing: Dealing With Stress, Anger, Rejection, Conflict, Fighting and Difficult People Succeed and Grow Rich through Persuasion: Revised Edition (Signet) To My Sister: A Gift of Love and Inspiration to Thank You for Being My Sister

[Dmca](#)