



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

Jay Heinrichs

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For when you really have to get your point across...

Expanded and Revised: Including new chapters on leadership, Obama's oratorical mastery, the pitfalls of apologies—and an "Argument Lab" section to put your new skills to the test.

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 Cicero's three-step strategy for moving an audience to action—as well as Honest Abe's Shameless Trick of lowering an audience's expectations by pretending to be unpolished. But it's also replete with contemporary techniques such as politicians' use of "code" language to appeal to specific groups and an eye-opening assortment of popular-culture dodges—including The Yoda Technique, The Belushi Paradigm, and The Eddie Haskell Ploy.

Whether you'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 today's most popular language mavens, it'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.

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