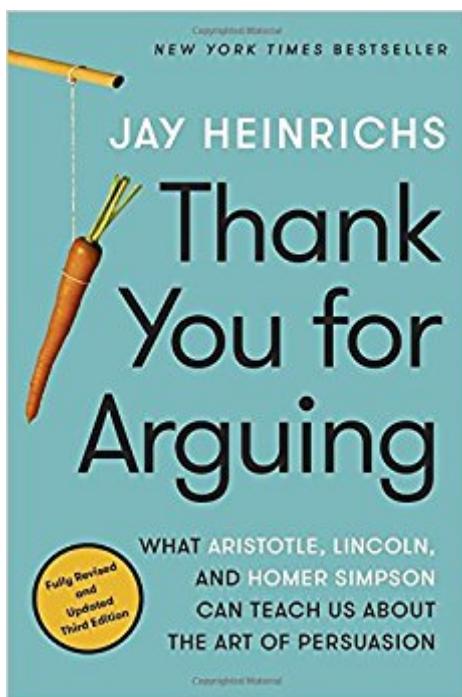


The book was found

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



Synopsis

A master class in the art of persuasion, as taught by professors ranging from Bart Simpson to Winston Churchill, newly revised and updated. The time-tested secrets taught in this book include Cicero's three-step strategy for moving an audience to action, and Honest Abe's Shameless Trick for lowering an audience's expectations. And 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 persuasive tricks, including the Eddie Haskell Ploy, the Belushi Paradigm, Stalin's Timing Secret, and the Yoda Technique. 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. Warm, witty, erudite, and truly enlightening, it not only teaches you how to recognize a paralipsis when you hear it, but also how to wield the weapons of persuasion the next time you really, really, want to get your own way.

Book Information

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Customer Reviews

JAY HEINRICHES spent twenty-six years as a writer, editor, and magazine-publishing executive before becoming a full-time advocate for the lost art of rhetoric. He now lectures widely on the subject, to audiences ranging from Ivy League students to NASA scientists to Southwest Airlines executives, and runs the language blog figarospeech.com

Great read!!!

Jay Heinrichs has done a beautiful revision with this third edition! This has been required reading for my AP Language course for many years now, and I love how apropos this edition is.

Humorous. Good insights. Lots of material to chew on. Easy read without being redundant or lengthy. Recommended reading.

This book is amazing. I purchased it for my sophomore for a school project and I also ended up reading it. It's a must read for everyone.

Good read

Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion by Jay Heinrichs is the third edition of this best-selling book. The author explores strategies for inspiring action in a crowd and lowering the expectations of an audience by pretending to be rough. These were historical tactics used by some of the world's most famous orators. There are also more modern examples, including Eminem, Barack Obama and John Belushi. What I liked the most about this book was the witty way of writing. Most of us, at one time or another, will need or want to persuade another to see or believe in our own point of view. When the presentation of facts does not work, which is often the case in today's black versus white environment, appealing to the gray area of emotion is often what does the trick. This book covers everything from writing a persuasive essay to giving a speech to a vast audience. This would be an invaluable tool for anyone seeking a spotlight in the public. Its wide scope and in-depth tips make it an essential tool for anyone who seeks to influence others. I received a free copy of this book from the publisher.

Are not! Are too! If you think that it's the most effective way to argue a point you need to read Jay Heinrichs' book about the effective use of persuasion, Thank You For Arguing. In the current contentious political climate, the art of rational discourse seems to be a lost heart, but the author suggests calm and unemotional ways to discuss topic without coming to blows. His methods aren't it without a sense of humor. He uses examples from Eminem, John Belushi, and Homer Simpson. Heinrichs handles both offense and defense equally well; how to win an argument and how to effectively defend a position. He doesn't play favorites with either young or old either. He has several suggestion how a teenager can convince a

parent to push back a curfew. Nervous speaker? He covers that, too. One trick is to gradually increase volume. To the audience it will sound as if the speaker grows in confidence because the contents of the speech have also gained importance. Heinrich also examines effective use of rhetoric in the work place from how to talk yourself into a position during a job interview to dealing with an argumentative boss or disgruntled co-worker. He even gives a step-by-step method to recover from a screw-ups; set new goals, break the news first, focus on the future, don't belittle the victim and apologize by expressing how you haven't live up to your standard. Good advice for both businesses and personal life. Heinrich is knowledgeable and amusing and teaches how to recognize not only when you're being had, but also shows how to use the same tools to turn the tables. The back of the book has an extensive appendix with some fun exercises. This book would a good addition to a classroom and should be required reading for certain folk in government who think they're always right, but can't convince me they're anything, but dolts. I received this book from Blogging for Books in exchange for a review.

Arguing and the Art of Persuasion
Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion is a guide to the art of persuasion by the master of rhetoric, Jay Heinrichs. This updated edition includes tools every student needs for effective writing, speaking, and debating. This book is a good resource for upper high school language arts and as preparation for the AP English Language & Composition exam. *Important Skills for High School and Beyond*
Learning the art of effective persuasion is an important skill for writers and speakers. This book takes readers through a series of lessons in short chapters written in a conversational tone. The fact that this book does not read like a textbook is what makes it such an excellent choice for the high school or college student, or for anyone wanting to hone their argument skills. Not only does *Thank You for Arguing* include a lot of humor, but the writing also serves as examples of the very skills being taught. Plus, there are tons of examples, anecdotes, and practical applications that bring real life application to the reader. In addition to teaching the skills of persuasive writing and speaking, I like how the book also teaches the art of discernment when you are the listener or reader. The author covers every technique clearly and keeps readers engaged with humor and pop-culture references, making this book a fun resource for the language arts classroom. The publisher provided a review copy of *Thank You for Arguing*.

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