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



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## Synopsis

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 the 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 Eddie Haskell PloyEminem's Rules of DecorumThe Belushi ParadigmStalin's Timing SecretThe Yoda TechniqueWhether 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 online 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.

## Book Information

Audible Audio Edition

Listening Length: 11 hours and 57 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Tantor Audio

Audible.com Release Date: June 4, 2012

Language: English

ASIN: B0088L58DC

Best Sellers Rank: #18 in Books > Audible Audiobooks > Nonfiction > Language Arts &

Disciplines #23 in Books > Reference > Words, Language & Grammar > Speech #53 in Books > Audible Audiobooks > Nonfiction > Reference

## Customer Reviews

Originally, I purchased "Thank You for Arguing" because it was required for one of my classes. I quickly discovered, however, it was going to far exceed my expectations, and provide purely positive and practical application outside the classroom, as well. Each page was filled to the brim with anecdotes, humor, suggestions, examples, and so much more--I couldn't put my "textbook" down. Jay Heinrichs' clever remarks and captivating stories (both from his own life and the lives of

others) made learning simple and truly a joy for me. I so greatly appreciate his knowledge and willingness to share that with others. I'm studying communications and searching for careers in media and the like, so this book and the work put into it was truly an inspiration! Thank you, Jay Heinrichs, for "Thank You for Arguing," and please continue using your God-given talents to bless educators, students, and the general population with your works.<sup>1</sup> Peter 4:10-11, Matthew 5:16

There is nothing to dislike about this book! I love it! Thank You For Arguing gives great insight and clear explanations on how to argue, not fight. This really helped me understand the difference between aggression and persuasion. This also taught me how to be calm and collected, and to not as easily point fingers so that everyone is happy. If you want to learn anything about persuasion and how humans work this is a very simple way to do just that!

A very thoughtful and entertaining read. You will definitely find that it reads very easily and you'll breeze through the chapters. This book deserves five stars, but it gets four. The reason: Many of the examples the author gives are from places that don't apply to real life. An example is a fruit fallacy that comes from dialogue in the Simpsons, as many other examples do. Many others relate to argument with his kids. He does write a very applicable presentation near the end of the book designed to convince a city council to set a meeting to discuss implementation of a noise ordinance. Again, a very solidly written book.

Had to read it in the summer for AP Lang. Very interesting novel that made me aware of the tactics and strategies of arguing. I used a lot of these tactics without even knowing! Great novel and I will read it again in the future. A good guide for the learning the art of persuasion.

Lots of gems in this book, lot of great language. The figures of speech alone are worth the price. Really great message about defining an argument and how many people refuse to do it consciously these days. I feel like I have a much more solid ground to stand on after reading this

We are such a results and status driven culture. To not understand the dynamics of our interaction is to be at the mercy of our emotions as we constantly get buffed about by "slings and arrows of outrageous fortune". I think this book offers reminders as to the many dimensions of the way we communicated and articulate. For all of us in positions where to manage expectations well yields the greatest results and rewards, this is a must read. A lot of \$\$ could be saved on therapy bills if this

book was required reading for anyone planning to live beyond 8.

I teach an advanced writing course for teens. This book was recommended to me, but I found some of the content to be too adult for my students, so I take things from it to use, but did not have them go out and buy copies for themselves.

Great book about rhetoric, how to use it, and why we need it today, especially in the USA!

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