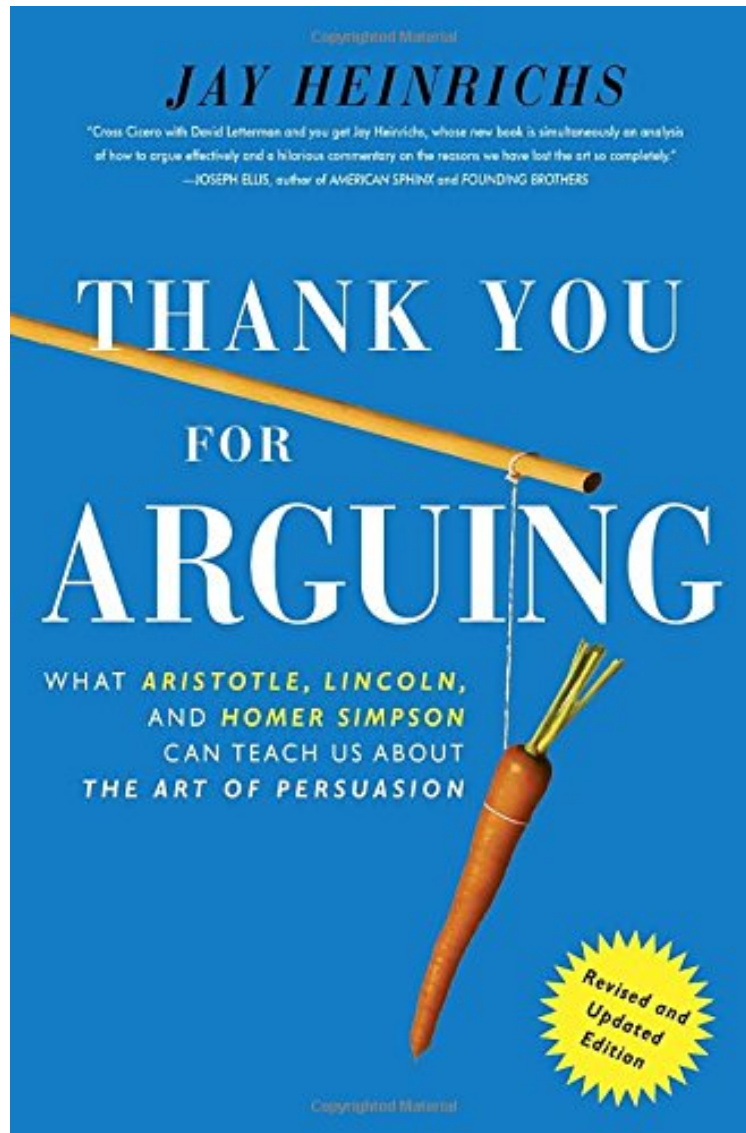


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Thank You For Arguing, Revised and Updated Edition: What Aristotle, Lincoln, And Homer Simpson Can Teach Us About the Art of Persuasion

Jay Heinrichs

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5 of 5 people found the following review helpful. wonderful for class!By serviniAs a current high school junior in AP Language and Composition, this book is so incredibly helpful. My class uses the book as a substitute textbook, which we read chapters from to tie into our lesson that day. The book is quite humorous, so it is never boring to read and draws readers in to keep them reading and reading and reading! This book is perfect for the classroom, but it is also a book that I would have loved to read without classroom instruction. "Thank you for Arguing" is wonderful because it goes in great depth about different concepts, but uses simple wording and humorous examples to break down the concepts.3 of 3 people found the following review helpful. Argue and Argue WellBy M.This is an excellent text. I purchased this as a gift for my dad (as somewhat of an inside joke since he wanted me to be a lawyer and I became a college English teacher). The pop culture references are great-- my favorite is the ref to Eminem-- and the references are not outdated either. This book uses iconic pop culture references that young adults and older adults will all (or mostly) know, like Homer Simpson.I have asked to borrow this book from my dad for the next semester because I think it'll be a great tool for teaching Rhetorical Arguments and Analysis in my first year writing courses.6 of 7 people found the following review helpful. A Brilliant Primer on the Art of Convincing ConversationBy M RussoThis is a fascinating book I didn't expect to enjoy reading. As soon as I started it, I moved to a quiet area of the house because I realized that I will be learning a lot from Jay and I wanted to make sure I didn't miss anything. Besides the depth of the topic, I enjoy Jay's banter and sense of humor and the family background that I found interesting.This is a book about communications. If you are selling, negotiating, relating your ideas to others or in general have opinions that you enjoy sharing, the techniques presented in this book will provide you with options. The more options you have to convince another to see your point of view, the better chance you have of watching them nod their head YES as you speak. Shifting the perspective of the conversation may be one of the most valuable tools I've obtained from the program. I am not yet done reading the book, but I've already reread the sections I read to really absorb the material.In short, if you are a conversationalist, an avid communicator, an extrovert with a point of view, then you will love reading this book.

For when you really have to get your point across 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 Ciceros three-step strategy for moving an audience to action as well as Honest Abes Shameless Trick of lowering an audiences expectations by pretending to be unpolished. But its 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 dodgesincluding The Yoda Technique, The Belushi Paradigm, and The Eddie Haskell Ploy. Whether youre 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 todays most popular language mavens, its 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.*Expanded and Revised: Including new chapters on leadership, Obamas oratorical mastery, the pitfalls of apologiesand an Argument Lab section to put your new skills to the test.*

About the AuthorJAY HEINRICHS spent 25 years as a journalist and publishing executive before becoming a fulltime advocate for the lost art of rhetoric. Since then hes taught persuasion to Fortune 500 companies, Ivy League universities, NASA, and the Pentagon. He is also the author of Word Hero: A Fiendishly Clever Guide to Crafting the Lines that Get Laughs, Go Viral, and Live Forever.