



Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion

Jay Heinrichs

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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 Ploy
Eminem's Rules of Decorum
The Belushi Paradigm
Stalin's Timing Secret
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. 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.

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