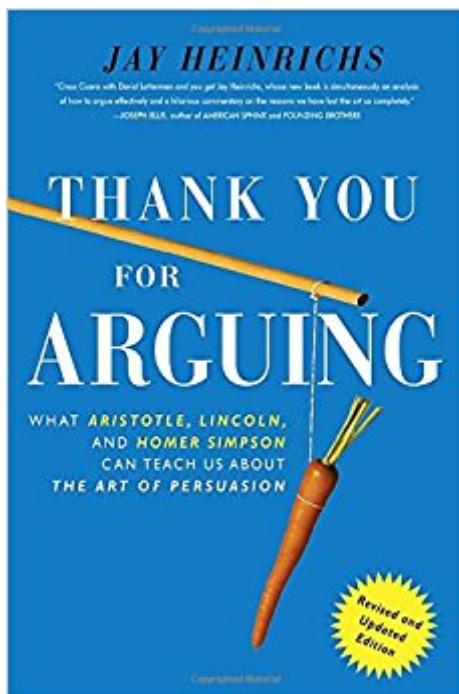


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# Thank You For Arguing, Revised And Updated Edition: What Aristotle, Lincoln, And Homer Simpson Can Teach Us About The Art Of Persuasion



## Synopsis

For when you really have to get your point

across the country. This 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.\*  
\*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.\*

## Book Information

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## Customer Reviews

JAY HEINRICHES spent 25 years as a journalist and publishing executive before becoming a fulltime

advocate for the lost art of rhetoric. Since then he's 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*.

As 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.

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.

Discovering this book is like uncovering a whole subject area I had never known existed. I recently was talking with an extraordinarily successful friend of mine and if he could point to one thing that had most contributed to that success it was debate. He said it had taught him to speak in front of others and to look at things from another person's perspective. In searching for a book on debate for my own children I stumbled on this gem. It goes far beyond debate strategy to cover a huge variety of successful techniques for communicating with others. While at some points it seems to advocate manipulation I think of how many relationships would be much happier if people understood these communication techniques.

This 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.

I was first exposed to Heinrich's writings through an essay entitled "How to Teach a Child for Argue." I loved the writing style - informative and intriguing. I am an AP Language and Composition teacher and this summer I am in the process of finding new texts for my students to read during the school year. This will definitely be added to the list!

Since 2011, I have been assigning this book to a Freshman Honors class. It gets rave reviews from students, who are shocked that a "textbook" can actually be fun to read. The book presents important practical and academic material in an engaging manner. Even those ancient Greeks feel accessible when Heinrichs explains their ideas!

I have been using this book as my textbook for my community college Persuasive Speaking course. Not only do my students love reading the textbook, but they love discussing the chapters in class. Jay has been very gracious with his time and has even skyped with my class. It is a must for any critical thinking/communication course.

felt at times it was more focused on public speaking than one on one discussions but ultimately covered many techniques on using rhetoric to persuade. this book is less about arguing and more about persuading. which is, as the author points out, the point of arguing. on that note its not even talking about arguments in the manner we think about when we hear that word. its more about just speaking to other people with an intended goal (to persuade to your side, to create emotion, to get something your way).

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