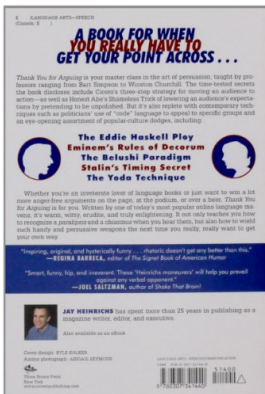


# [PDF] Thank You For Arguing: What Aristotle, Lincoln, And Homer Simpson Can Teach Us About The Art Of Persuasion

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#### Description:

*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 actionÑas 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:

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