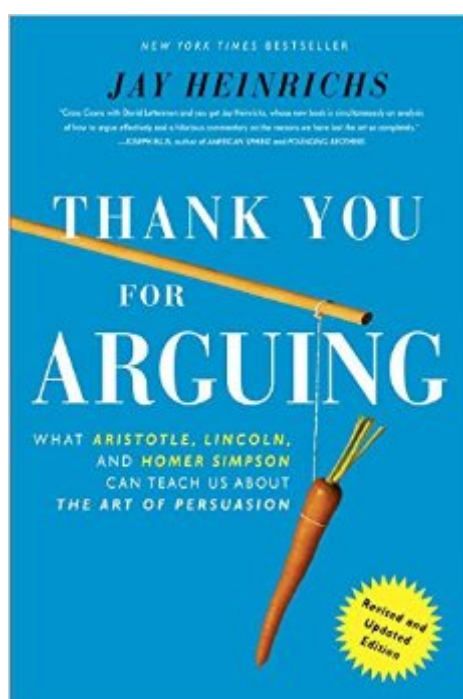


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Thank You For Arguing, Revised And Updated Edition: What Aristotle, Lincoln, And Homer Simpson Can Teach Us About The Art Of Persuasion



follower of political rhetoric and debates. My professional life places me as a practitioner of modern business rhetoric, where I help a leading professional services firm to tailor our messages for prospective clients and win new business. Wearing all three hats at once, let me confess: Jay Heinrichs has written the book I wished I had been able to write before him. For several years, I have recommended it constantly, to friends, to employees, to colleagues in business, and to students visiting from my alma mater. *Thank You For Arguing* is without doubt the most accessible introduction to millenia's worth of accumulated wisdom about persuasion. What's more, it's wildly entertaining. Jay writes with an engaging voice, self-deprecating humor, clear examples, modern and ancient parallels, and practical tips. For those of us who are green with envy about what Jay achieved, the news gets worse. There was always the chance that the 1st edition would age, its examples become stale, its few soft spots remain unaddressed (*aliquando bonus dormitat Homerus*), the book fall from use, and something newer and better would be required. But now Jay has written a 2nd edition, a substantial revision that addresses comments and corrections from readers and rhetoricians through the years, updates cultural and political examples, covers further topics not found in the first edition, and most significantly, provides an "argument lab" (in the Appendix and in an online tool) that lets you practice and play with the concepts in the book. So, for a good long time to come, *Thank You for Arguing* should be the standard.

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