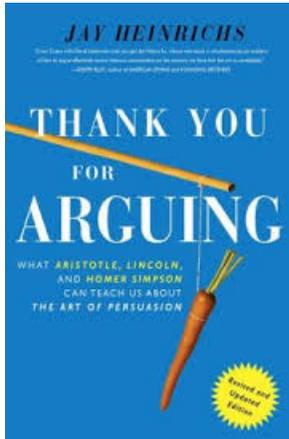


March 2014



Thank You For Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About The Art of Persuasion by Jay Heinrichs

It is early in the morning and my seventeen-year-old son eats breakfast, giving me a narrow window to use our sole bathroom...I grab toothbrush and toothpaste. The tube is empty. The nearest replacement sits on a shelf in our freezing basement, and I'm not dressed for the part.

“George!” I yell. “Who used all the toothpaste?” A sarcastic voice answers from the other side of the door. “That’s not the point, is it, Dad?” George says. “The point is how we’re going to keep this from happening again.”

He has me. I have told him countless times how the most productive arguments use the future tense, the language of choices and decisions.

“You’re right,” I say. “You win. Now will you please get me some toothpaste?”

“Sure,” George retrieves a tube, happy that he beat his father at an argument.

Or did he? Who got what he wanted? In reality, by conceding his point, I persuaded him. If I had simply said, “Don’t be a jerk and get me some toothpaste,” George might have stood there arguing. Instead I made him feel triumphant, triumph made him benevolent, and that got me exactly what I wanted. I achieved the pinnacle of persuasion: not just an agreement, but one that gets an audience—a teenage one at that—to do my bidding.

No, George, I win.

With personal anecdotes like these, author Jay Heinrichs immediately grabs your attention with his arguments. ***Thank you for Arguing*** is a master class in the art of persuasion, taught by professors ranging from Bart Simpson to Winston Churchill. Heinrich uses historical and contemporary techniques like 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.

If you want to win more anger-free arguments on the page, at the podium, or over lunch/dinner with a friend, ***Thank You for Arguing*** is the book for you!

Want to know more about *Thank You for Arguing* (P301.5 .P47H45 2013)? Stop by the Mobile District Technical Library, Room 1013.