

Argument 9、88、90

9、Nature's Way, a chain of stores selling health food and other health-related products, is opening its next franchise in the town of Plainsville. The store should prove to be very successful: Nature's Way franchises tend to be most profitable in areas where residents lead healthy lives, and clearly Plainsville is such an area. Plainsville merchants report that sales of running shoes and exercise clothing are at all-time highs. The local health club has more members than ever, and the weight training and aerobics classes are always full. Finally, Plainsville's schoolchildren represent a new generation of potential customers: these schoolchildren are required to participate in a fitness-for-life program, which emphasizes the benefits of regular exercise at an early age.

In this memo the vice president of Nature's Way (NW), a chain of stores selling health food and health-related products, recommends opening a store in Plainsville. To support this recommendation the vice president cites the following facts about Plainsville: (1) sales of exercise shoes and clothing are at all-time highs; (2) the local health club is more popular than ever; and (3) the city's schoolchildren are required to participate in a fitness program. Close scrutiny of each of these facts, however, reveals that none of them lend credible support to the recommendation.

没有必要把我们想要攻击的逻辑错误在开头段进行列举

高销量这个总结
非常好

First, **strong sales of exercise apparel do not necessarily indicate** that Plainsville residents would be interested in NW's products, or that these residents are interested in exercising. Perhaps exercise apparel happens to be fashionable at the moment, or inexpensive compared to other types of clothing. For that matter, perhaps the stronger-than-usual sales are due to increasing sales to tourists. In short, without mimg out other possible reasons for the strong sales the vice president cannot convince me on the basis of them that Plainsville residents are exercising regularly, let alone that they would be interested in buying the sorts of food and other products that NW sells.

重点是列举其他的
原因可能会导致clothes
卖的好

偷换概念：爱运动不代表
我要去买产品
产品质量
当地人的生活理念

Secondly, even if exercise is more popular among Plainsville residents than ever before, the vice president assumes further that **people who exercise regularly are also interested in buying health food and health-related products.** Yet the memo contains no evidence to support this assumption. Lacking such evidence it is equally possible that aside from exercising Plainsville residents have little interest in leading a healthy lifestyle. In fact, perhaps as a result of regular exercise they believe they are sufficiently fit and healthy and do not need a healthy diet.

利润问题：
 $P = R - C$

Thirdly, the popularity of the local health club is little indication that NW will **earn a profit from a store in Plainsville.** Perhaps club members live in an area of Plainsville nowhere near feasible sites for a NW store. Or perhaps the club's primary appeal is as a singles meeting place, and that members actually have little interest in a healthy lifestyle. Besides, even if the club's members would patronize a NW store these members might be insufficient in number to ensure a profit for the store, especially considering that this health club is the only one in Plainsville.

Fourth, the fact that a certain fitness program is mandatory for Plainsville's schoolchildren

accomplishes nothing toward bolstering the recommendation. Many years must pass before these children will be old enough to make buying decisions when it comes to food and health-related products. **Their habits and interests might change radically over time.** Besides, mandatory participation is no indication of genuine interest in health or fitness. Moreover, when these children grow older it is entirely possible that they will favor an unhealthy lifestyle--as a reaction to the healthful habits imposed upon them now.

时间外推

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Finally, even assuming that Plainesville residents are strongly interested in eating healthfoods and health-related products, the recommendation rests on two additional assumptions:(1) that this interest will continue in the foreseeable future, and (2) that Plainesville residents will prefer NW over other merchants that sell similar products. Until the vice president substantiates both assumptions I remain unconvinced that a NW store in Plainesville would be profitable.

In sum, the recommendation relies on certain **doubtful assumptions** that render it unconvincing as it stands. To bolster the recommendation the vice president must provide dear evidence--perhaps by way of a local survey or study--that Plainesville residents who buy and wear exercise apparel, and especially the health club's members, do in fact exercise regularly, and that these exercisers are likely to buy health foods and health related products at a NW store. To better assess the recommendation, ~~I would need to know~~ why Plainesville's health club is popular, and why Plainesville does not contain more health clubs. I would also need to know what competition NW might face in Plainesville.

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