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Thank You for Arguing contains a useful mix of rhetorical devices, history, tips, sidebars, and anecdotes, making it an ideal choice for crossover readers. Magazine executive Heinrichs is a clever, passionate and erudite advocate for rhetoric, the 3,000-year-old art of persuasion, and his user-friendly primer brims with anecdotes, historical and popular-culture references, sidebars, tips and definitions.

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#### **ArgueLab**

Thank You For Arguing . by Jay Heinrichs . Allen Lane/Penguin £14.99, pp336. Zeno: 'Rhetoric is an open palm, dialectic a closed fist.' Carl: 'Let's make litter of the literati.'

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