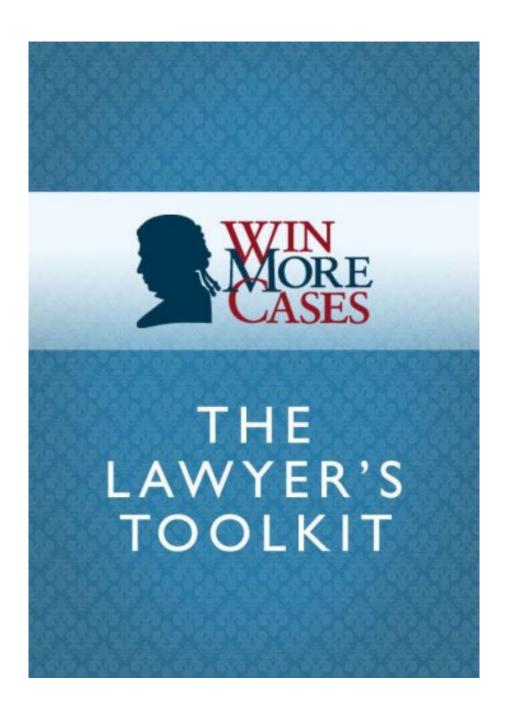


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#### Review

"A tremendously valuable resource" -- Dave Maxwell, Plaintiff Attorney, USA

The art of argument (rhetoric) is, like all the arts, based on craft. This book offers a valuable grounding in the skills of that craft, the tools that are there to be used in it, and the ways that mastery of this craft can free you to achieve the artistry that guides thought and moves emotions. Beginners will find this a valuable guide to what they must learn to progress to mastery. The experienced, no matter how skilled and experienced they may be, will find a useful reminder of basics and some new insights into familiar techniques that can broaden and deepen established art. As one would expect in a book about written communication, this one is clearly written. The style is crisp without being dry, authoritative without being didactic. I found that I was approaching it as a reference book and then getting engrossed in it as if it were a chronicle. I would have welcomed a discussion of the role of emotions in decision-making and of some current psychological findings such as Robert Cialdini's work on influence tied in to the nuts-and-bolts of argument structuring, but within its still-ambitious limits, this book is a welcome resource. --Stephen Chakwin, trial lawyer and appellate lawyer, New York

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## About the Author

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