



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

By Jay Heinrichs

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Editorial Review

About the Author

JAY HEINRICHS spent 25 years as a journalist and publishing executive before becoming a fulltime advocate for the lost art of rhetoric. Since then he's taught persuasion to Fortune 500 companies, Ivy League universities, NASA, and the Pentagon. He is also the author of *Word Hero: A Fiendishly Clever Guide to Crafting the Lines that Get Laughs, Go Viral, and Live Forever*.

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