



How To Argue And Always Win! - Super Skills Series

Martha Rose

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The art of arguing is probably as ancient as mankind. It is the power of persuasion that propels people of all walks of life to become better at what they do, commit to new paths toward better ground and allows them to see a bigger picture than they can perhaps see on their own.

In this book we will analyze several famous arguments, from which we can extract very useful lessons about a good argument's characteristics.

More specifically, in this book you will learn:

1. Why Abraham Lincoln is remembered as a lawyer who had the gift of persuasion during the time when he appeared in court trying and defending cases mainly due to two crucial abilities in the courtroom that allowed him to influence a jury and was the main reason for his success. As an example, you will read the amazing story of one of Lincoln's most famous and celebrated trials, the "Almanac Trial".
2. What the Socratic Method is, how to get people to see your point of view in the argument, and how it can be used in many aspects of life, like educating your children.
3. Why using just the facts as the basis for an argument can backfire, especially in areas like politics where facts can be very elusive depending upon the party displaying them. We'll see the factor that, instead of the facts, makes all the difference in an argument, and how it affected famous trial cases like O.J.Simpson's.
4. We will analyze if any arguments are indeed valid, or if they are all based on opinions and beliefs. In situations where the arguments are held to be totally invalid by both sides, an agreement may never be reached.
5. As a very important point to bear in mind, we will analyze 19 forms of bad or obscure arguments utilized throughout history, like "the straw man", appealing to an irrelevant authority, fake causality, "the false dilemma", the fear factor, "the slippery slope argument", the "ad hominem" argument, the "argument of circular reasoning" and more.
6. You will be presented with different areas in life where an argument can be waged and won, like applying to a college, getting a job, negotiations or advertising.
7. We will go through other famous examples of historical arguments, like Winston Churchill's way of rallying the British people and galvanizing the Allied effort during the war, Queen Elizabeth I of England's "Armada speech", John F. Kennedy's Inauguration Address, Patrick Henry's "Give me freedom or give me death" speech, Martin Luther King Jr.'s famous "I have a dream" speech and, again, Abraham Lincoln's Gettysburg Address, or Jesus Christ's the Sermon on The Mount Address.

As can be seen, world events throughout history have been greatly influenced by the leaders of the world being able to use the art of argument.

While it is true that the word argument can be billed as different names, it still boils down to being adept in

the art of persuasion. A properly designed argument can change the course of history, just as it can change the course of a personal life.

Wouldn't you like to know the ins-and-outs of arguing and persuasion, and start applying them in your own life? Then read this book today!

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