



You're Stupid: How to Argue Effectively

Jeff Smith-Luedke

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You're Stupid: How to Argue Effectively is not about how to argue logically, or how to argue honestly, but as the title implies, how to argue effectively. Highlighting the manipulative and rhetorical tools we all use to get what we want, Jeff Smith-Luedke demonstrates how to acquire and maintain credibility and influence through nuances in language and communication.

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