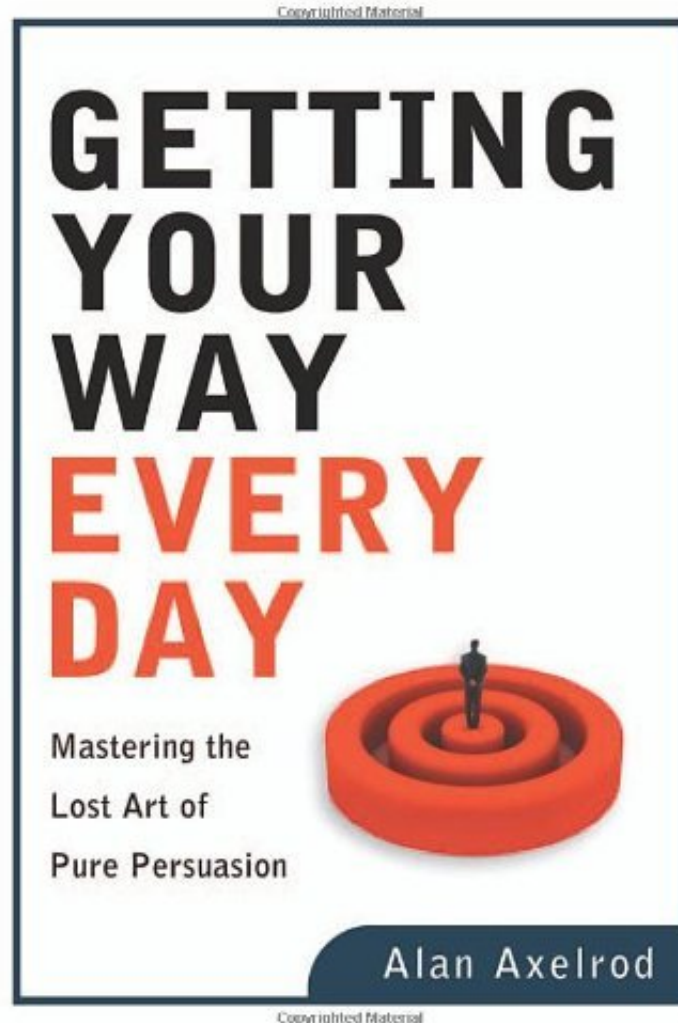


# Getting Your Way Every Day: Mastering the Lost Art of Pure Persuasion

Alan Axelrod

audiobook / \*ebooks / Download PDF / ePub / DOC



[Download](#)

[Read Online](#)

#2404259 in eBooks 2006-11-15 2006-11-15 File Name: B001CHV1CG | File size: 24.Mb

**Alan Axelrod : Getting Your Way Every Day: Mastering the Lost Art of Pure Persuasion** before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting Your Way Every Day: Mastering the Lost Art of Pure Persuasion:

2 of 3 people found the following review helpful. An Excellent Tool for Learning the Art of PersuasionBy bronx book nerdAlan Axelrod uses the classic tools of argument, as created by the ancient Greeks, to teach people living in today's world how to be persuasive. First, Axelrod introduces the various stages of rhetoric, as well as principles of logic, and then shows how these can be used in today's world, particularly the business world. For example, when explaining

how to get new customers, he writes about the need to use arguments from reason, ethics and emotion, and where each of these may need more or less emphasis in this and other situations. His approach has given me a road map on how to present my ideas to other people; more often than not I think that my ideas will be accepted due to their sheer brilliance. I realize now that I need to appeal more to the emotions of my intended audience who want to know what exactly they are getting from my brilliant idea. I have two minor issues with the book: 1) In the chapters where he introduces rhetoric, he writes initially in very accessible layperson's terms; then, he suddenly switches to some serious logician's jargon, stunning the reader with some rather complex concepts; 2) Axelrod provides sample statements to use in certain situations to get what you want. In a number of cases, I found these statements too harsh and direct, even somewhat offensive. I think he could have offered more diplomatic language. These issues aside, I think this a great book to get familiar with the classic form of argument so that it can be applied successfully to modern day situations.

Aristotle rarely lost an argument. Neither did Plato or Socrates. These famous thinkers relied on the art of classical rhetoric - pure persuasion at its best - to argue, persuade, and win, every time. "Getting Your Way Every Day" updates this powerful discipline, showing modern readers how to use them in any business or social situation. Revealing practical techniques for building productive and profitable rapport, and transforming arguments from shouting matches into constructive discussions, the book is an enlightening and accessible guide for anyone who wants to get what they want, more often.

About the Author Alan Axelrod (Atlanta, GA) is the author of many popular business and reference books, including the BusinessWeek bestsellers Patton on Leadership and Elizabeth I, CEO. He is a former professor of English who has taught classical rhetoric, from the Greeks and Romans through the Renaissance.