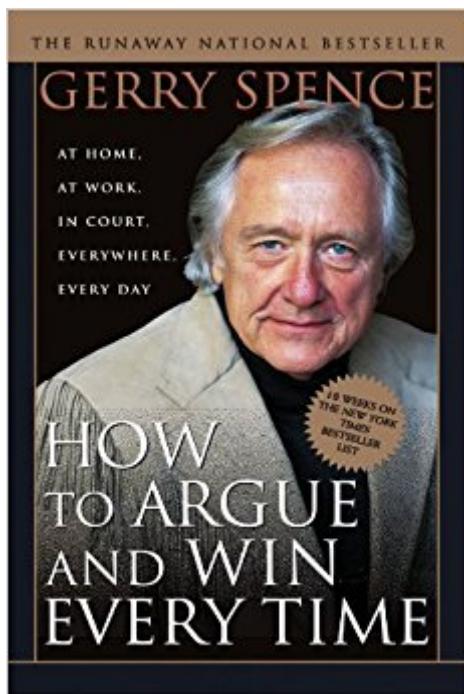


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# How To Argue & Win Every Time: At Home, At Work, In Court, Everywhere, Everyday



## **Synopsis**

The Laws of Arguing According to Gerry Spence<sup>1</sup>. Everyone is capable of making the winning argument.<sup>2</sup> Winning is getting what we want, which also means helping "others" get what they want.<sup>3</sup> Learn that words are a weapon, and can be used hostilely in combat.<sup>4</sup> Know that there is always a "biological advantage" of delivering the TRUTH.<sup>5</sup> Assault is not argument.<sup>6</sup> Use fear as an ally in public speaking or in argument. Learn to convert its energy.<sup>7</sup> Let emotions show and don't discourage passion.<sup>8</sup> Don't be blinded by brilliance.<sup>9</sup> Learn to speak with the body. The body sometimes speaks more powerfully than words.<sup>10</sup> Know that the enemy is not the person with whom we are engaged in a failing argument, but the vision within ourselves.

## **Book Information**

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## **Customer Reviews**

Lawyer Spence's guide to winning arguments spent 26 weeks on PW's bestseller list. Copyright 1996 Reed Business Information, Inc.

A celebrity defense lawyer who garners quantity face-time during publicity-soaked trials, Spence, as attentive O. J.-ers know, is the aw-shucks Wyomingite who hates neckties, prosecutors, bankers, and pretense in general. He also hates losing an argument, which he has rarely done in a courtroom. Here, Spence distills his bar experience into the secrets of his success and translates that into the plain language of the real world of jobs, romance, and child rearing. Spence exhorts readers to believe that the art of arguing is verily the art of living, and aversion to argumentativeness only hinders people from getting what they want. So throughout this disputation, Spence anticipates

objections (which he dubs the "Lock" ) and supplies refutations (dubbed the "Key" ). Spence's overall keys to winning are to contend without being contentious, to persuade instead of overwhelming "the Other," and to always be credible. Though discursive in style, Spence's prose is pointedly sharp in essence and displays unself-consciously his own flamboyant personality. Rises above the herd in the conduct-of-life genre. Gilbert Taylor --This text refers to an out of print or unavailable edition of this title.

Using the paradigms in this book, I have conquered many opponents I was reluctant to deal with before due to (mostly) fear. The author has a non-standard approach to creating argumentative energy seemingly out of nothing. If you have the patience to wade through his tree-hugging stuff you will become empowered just by reading some paragraphs about the human weaknesses. If you don't understand what tree-hugging means, it may also be the key to your inability to win some arguments before and is key to unlocking your potential. Once we understand how to handle our weaknesses and use the power of higher moral ground, truth and integrity we become invincible. Btw, if you simply want to learn about logical fallacies - get a school book. Simply knowing the logical fallacies didn't help him much in the court cases he tried. He is just cynical enough to convey the reality of life but is not fixated on it while providing all the tools to prepare you for the B.S. that gets thrown at you every day. There's another book I know of that uses eastern philosophy and some martial arts techniques in dealing with problems - "Aikido in Everyday Life: Giving in to Get Your Way" by Terry Dobson and Victor Miller. In some ways the books are identical.

This is another one of those books like "Influence" by Cialdini that must be in your library. Tips, strategies and the psychology behind... well... Influence that supports greater success.

Love the concepts in this book and Gerry certainly entertains with his integration of stories from his career. I found the book a little long and dry in some parts. Worth the price though.

The book itself is incredible. I've bought several copies for friends and family. I purchased used and the pages were obviously folded half way down the page throughout, not great, but it does the job.

Very interesting perspective on how someone looks at the nature of debates.

This is a great book by a great author and trial lawyer. Some of the poor reviews I've read claiming Gerry doesn't tell you how to argue and win are wet behind the ears. One of the great things any master of negotiation and arguments will tell you is LISTEN to the other side. The poor reviews aren't listening nor do they understand one of the best lawyers in the nation. Gerry does in fact tell you how to argue and win by listening and knowing your opponent. Thanks, Gerry, for such a great read and great career you had.

Gerry Spence explained in this book how to define one's case and argue it. He gets down to the greater fundamentals, looking at the big picture. The issues at hand are often part of a larger theme. One does well to understand the larger theme. Whether in or out of the courtroom, this book has served to remind me of the greater issues of life.

The title of this book originally repelled me...but after hearing many of my mentors recommend it, I gave it a shot. This book is a masterpiece, filled with wisdom and depth. What surprised me most is that the crux of Spence's message is using heart and genuine care in your communication with others. More than looking for Silver-Bullet methodologies to "win" arguments.

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