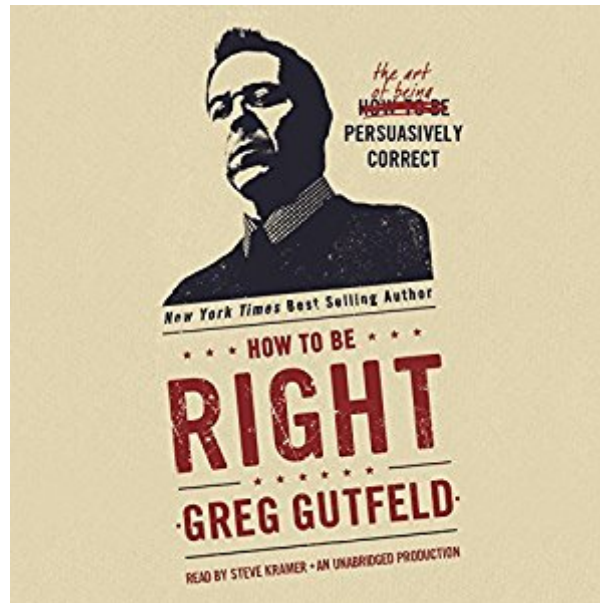


The book was found

How To Be Right: The Art Of Being Persuasively Correct



Synopsis

It's not enough to be right these days - especially when you're not left. To survive, the right must learn how to express nonliberal principles as effectively as possible and persuade others of their point of view. It is an art that demands patience, research, humor, understanding, creative thinking, learning from your opponent, and even mimicking their tactics. In *How to Be Right: the Art of Being Persuasively Correct*, Gutfeld reveals the strategies that have helped him keep a steady job for almost three decades. From "Discard Your Outrage" and "Outcompassion Them" to "Find the Right's Obama" and "Use your Mom", Gutfeld gives listeners the tools they'll need to argue, influence, and convince their friends, family, and foes throughout the 2016 election cycle.

Book Information

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Customer Reviews

Don't believe it for a second. Demons *are* real. They possess our family, our friends, and our co-workersâcausing them to run around in circles, vomiting irrational talking points (and on social media they vomit a lot!). These demons have many names, but they all serve the same master: Liberalism. In his latest book â*How to be Right*â*The Art of Being Persuasively Correct*â, Greg Gutfeld teaches you the art of effectively exorcising the Demons of Liberalism (and before I get reported to my university for preaching unsafe thoughts, aka #WrongThink, I am merely using âdemonâ as a metaphor for âan irrational personââinspired by Chapter 18, âUsing Metaphors, Simile and other Crapâ). Believe this, though: it's a great book, and you should buy it because the book shows you how to craft an argument that is both logical AND witty AND

compassionate, and thus *more persuasive* than using â œlogic-onlyâ •. And logic-only is the main reason most conservatives fail when arguing with liberals. They can't hear logic! Remember, they're irrational. So what's the secret to Greg Gutfeld's arguing technique? I'll give one example, then I'll summarize the rest of the book. Let's assume you run into a person possessed with The Gun Control Demon. You know this person. It's the one that tweets angrily about the need for â œgun controlâ • any time a shooting occurs and gets reported on cable news. You, being a logical conservative, argue: â œIt's not guns that kill people, people kill people. We need better screening procedures when people buy guns.â • Or you argue: â œIf you pass laws controlling guns, only the criminals will have guns.â • Here's the thing: You're right. It's a good logical argument. It's just not persuasive.

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