

Cómo **ganar** una **discusión**

Siempre que nos proponemos convencer a nuestros interlocutores, usamos determinadas estrategias de persuasión sin apenas darnos cuenta. Las aprendemos a ciegas con la propia lengua pero, no obstante, obedecen a las reglas de la lógica informal. Conviene dominarlas y perfeccionarlas conscientemente para sentirnos cómodos en discusiones, para exponer claramente nuestras ideas o refutar las de otros que nos parecen incorrectas. Este arte de la lógica informal se ha estudiado asiduamente desde la Antigüedad en la disciplina de la retórica.

En la actualidad, más que nunca nos vemos expuestos a argumentos dudosos o falsos en los discursos políticos, en los negocios y en la publicidad. Sin embargo, ni en las escuelas ni en las universidades se nos enseña retórica para poder descubrir o, si hace falta, usar los trucos más hábiles.

Nicholas Capaldi, un gran especialista en lógica informal, ofrece en este libro una explicación clara y muy fácil de seguir de todas las reglas de la argumentación correcta y, sobre todo, cómo se montan y desmontan las trampas posibles. Dominar estas reglas nos permite hablar más fácilmente en público, construir mejor nuestros argumentos, descubrir las falacias en los discursos políticos, vender mejor un producto o simplemente divertirnos con los amigos jugando a ponemos trampas lógicas.

Con las sencillas explicaciones y los divertidos ejemplos de **Nicholas Capaldi**, cualquier lector puede entrenarse para formular sus mejores defensas. Llevando siempre consigo este libro tendrá a mano un arma secreta perfecta para convencer en todas las ocasiones sin dejarse convencer nunca más de cosas imposibles o absurdas, aprender a defender una causa, reconocer una falacia, descubrir un engaño, persuadir a un escéptico y convertir la derrota en victoria.

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ISBN 978-84-9784-655-4



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S Ben Porath



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