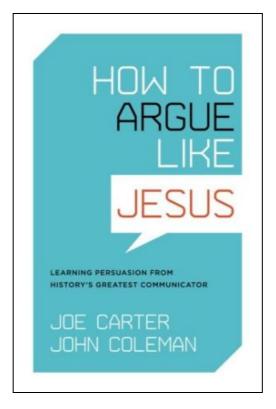
How to Argue like Jesus: Learning Persuasion from History s Greatest Communicator (Paperback)



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HOW TO ARGUE LIKE JESUS: LEARNING PERSUASION FROM HISTORY S GREATEST COMMUNICATOR (PAPERBACK)



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CROSSWAY BOOKS, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book. Uses Jesus words and actions found in the New Testament to systematically evaluate his rhetorical stylings, drawing real lessons from his teachings that today s readers can employ. Jesus of Nazareth never wrote a book, held political office, or wielded a sword. He never gained sway with the mighty or influential. He never took up arms against the governing powers in Rome. He was a lower-class worker who died an excruciating death at the age of thirty-three. Yet, in spite of all odds-obscurity, powerlessness, and execution-his words revolutionized human history. How to Argue Like Jesus examines the life and words of Jesus and describes the various ways in which he sought-through the spoken word, his life, and his disciples-to reach others with his message. The authors then pull some very simple rhetorical lessons from Jesus life that readers can use today. Both Christian and non-Christian leaders in just about any field can improve their ability to communicate effectively by studying the words and methods of history s greatest communicator.

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