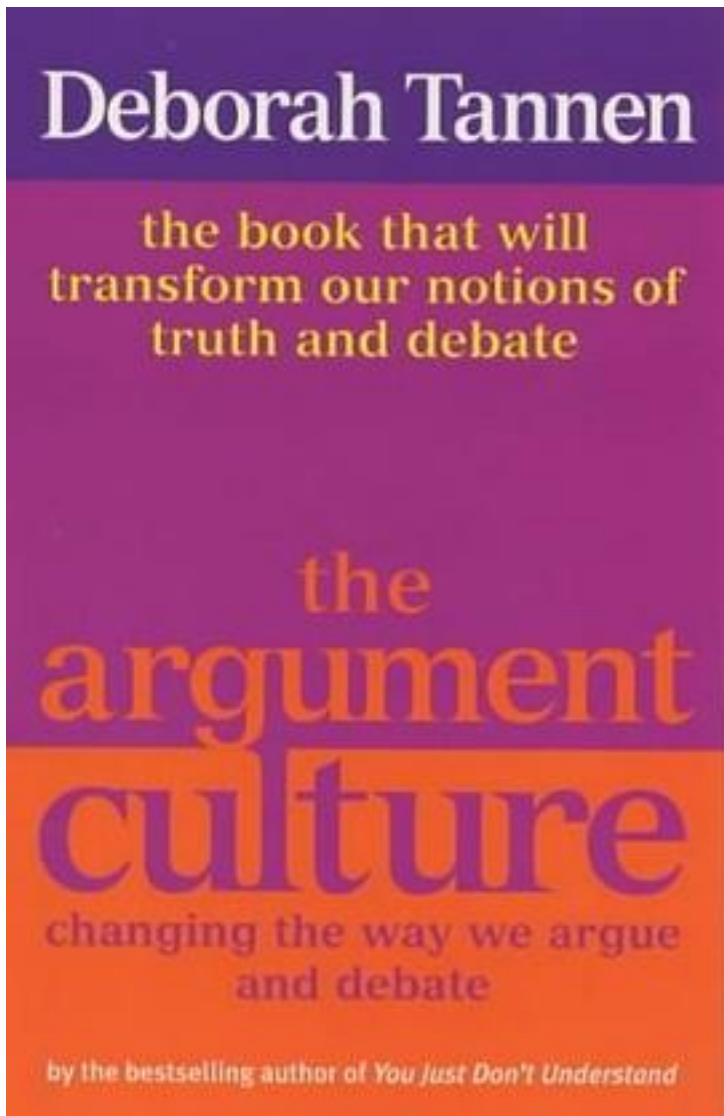


# The Argument Culture



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THE WORLD'S MOST FAMOUS LINGUIST OFFERS A COMPLETELY ORIGINAL ANALYSIS OF THE WAY WE COMMUNICATE--AND A REVOLUTIONARY LANGUAGE TO LIVE BY!

In her #1 bestseller *You Just Don't Understand*, Deborah Tannen showed why talking to someone of the opposite sex can be like talking to someone from another world. Now Tannen is back with another groundbreaking book, this time widening her lens to examine the way we communicate in public--in the media, in politics, in our courtrooms, and classrooms--once again letting us see in a new way forces that have powerfully shaped our lives.

The war on drugs, the battle of the sexes, political turf combat--in the argument culture, war metaphors pervade our talk and influence our thinking. We approach anything we need to accomplish as a fight between two opposing sides. In this fascinating book, Tannen shows how deeply entrenched this cultural tendency is, the forms it takes, and how it affects us every day--sometimes in useful ways, but often causing damage.

*The Argument Culture* is a remarkable book that will change forever the way you perceive--and communicate with--the world.

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