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Sommario/riassunto	Charles S. Peirce, the founder of pragmatism, was also the architect of a remarkable theory of signs that continues to puzzle and inspire philosophers today. In this important new book, Mats Bergman articulates a bold new approach to Peirce's semeiotic through a reassessment of the role of rhetoric in his work. This systematic approach, which is offered as an alternative to formalistic accounts of Peirce's project, shows how general sign-theoretical conceptions can plausibly be interpreted as abstractions from everyday communicative experiences and practices. Building on this fallible ground o