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Nota di bibliografia	Includes bibliographical references (p. 191-199) and index.
Nota di contenuto	Cover; Contents; About the Author; Preface; 1 - A Rhetorical Turn for Argumentation; 2 - Argument as Rhetorical . . . ; 3. . . And Rhetoric as Argument; 4 - Rhetorical Contexts and the Dialogical; 5 - Martians, Philosophers, and Reasonable People: The Construction of Objectivity; 6 - Developing the Universal Audience; 7 - The Truth About Orangutans: Conflicting Criteria of Premise Adequacy; 8 - Rhetorical Conclusions; Index
Sommario/riassunto	By encouraging readers to think about the ways they encounter arguments, this text presents argumentation through the idea of an invitational rhetoric.