

## Contents

<i>List of Figure</i>	<i>page</i> viii
<i>List of Tables</i>	ix
<i>Preface</i>	xi
1 Argumentation	1
2 Types of Argument	16
3 Evaluating Arguments	70
4 Persuasiveness	102
5 Plausibility	135
6 Fallacies	164
7 Biases, Misconceptions, and the Like	208
8 Other Flaws and Foibles	263
9 Stratagems	291
10 Improving Argumentation	330
<i>Appendix A</i>	345
<i>Appendix B</i>	350
<i>Appendix C</i>	355
<i>References</i>	357
<i>Name Index</i>	427
<i>General Index</i>	434