



FIGHTING WORDS: Persuasive Strategies for War and Politics

Richard F. Miller

Download now

[Click here](#) if your download doesn't start automatically

FIGHTING WORDS: Persuasive Strategies for War and Politics

Richard F. Miller

FIGHTING WORDS: Persuasive Strategies for War and Politics Richard F. Miller

In 'Fighting Words', award-winning author Richard F. Miller (In Words and Deeds) looks to some of history's most successful battle speechmakers to answer the age-old question of how. How did Pope Urban II's speech convince tens of thousands of Europeans to wage the First Crusade, a dangerous, and for many, a one-way journey to Jerusalem? How did George Patton's speech transform the green kids of the Third Army into the terror of the Third Reich? How did the words of General David Petraeus resurrect a losing effort in Iraq and in the process, retrain his soldiers for a new kind of war? Miller argues that human persuasion is seamless and that the persuasive strategies by which men (and increasingly women) are recruited, trained, and exhorted for war can be applied to politics and business. For those who manage—whether a convenience store or a Fortune 500 company—motivating, instructing, and preparing your people to perform their jobs is, for the competent manager, Job One. And for those who recognize that in this partisan age, politics is just war by other means, 'Fighting Words' applies the insights of battle speeches to politics. Miller concludes his study by analyzing three of President Obama's most successful and controversial speeches based on the lessons learned from the great military motivators of history. What did the president do right? What did he do wrong? What can he do better? Miller doesn't speculate about "what works" on the public podium. Rather, he analyzes real historical examples and extracts their lessons—from Alexander the Great to General David H. Petraeus and President Obama. As Miller aptly demonstrates, persuasive strategies based on love, hate, duty, patriotism, comradeship, fear, and shame are as widely used today as they were in antiquity. 'Fighting Words' offers a catalog of time-tested, effective speaking strategies whose double-edged usefulness extends far beyond any battlefield.

About the Author: Historian and journalist Richard F. Miller is a graduate of Harvard College (AB, 1974) and Case Western Reserve University School of Law (JD, 1977.) He has served four stints as an embedded journalist: aboard the USS Kitty Hawk (2003); with the 3rd Battalion, 8th Marine Regiment in Fallujah, Iraq (2005); with the 3rd Heavy Brigade Combat Team, 4th Infantry Division near Baqubah, Iraq (2006), and most recently, with the 101st Airborne at various posts in eastern Afghanistan (2008). Miller is a Fellow at the Massachusetts Historical Society and a Director of New England Quarterly, Inc. He is the author of *In Words and Deeds: Battle Speeches in History* (2008), and the award-winning *Harvard's Civil War: The History of the Twentieth Massachusetts Volunteer Infantry* (2007).

returncharacterreturncharacter returncharacterreturncharacter

REVIEWS

returncharacterreturncharacter" Wise, illuminating and useful, this book by an author who's paid his dues both as a war correspondent and serious historian makes a convincing case for well-deployed words as a mighty tool of war—or of politics, business or mass communication. Among other things, this highly readable meditation of the enduring importance of coherent speech (in an age of slovenly chatter) reminds us that every word is a potential weapon. Read as stimulating military history or as a guide to effective leadership—in any sphere—Fighting Words is a first-rate work that will reward all aspiring leaders." -- Ralph Peters, Fox News Strategic Analyst and author of *The War After Armageddon* "...offers time tested speaking strategies whose sharp double edged usefulness can be used on motivating employees, soldiers, and citizens to accomplish great goals. Lone Star Book Review, 08/2010

 [Download FIGHTING WORDS: Persuasive Strategies for War and ...pdf](#)

 [Read Online FIGHTING WORDS: Persuasive Strategies for War an ...pdf](#)

Download and Read Free Online FIGHTING WORDS: Persuasive Strategies for War and Politics
Richard F. Miller

From reader reviews:

Vernie Ruiz:

Book is definitely written, printed, or illustrated for everything. You can understand everything you want by a e-book. Book has a different type. To be sure that book is important factor to bring us around the world. Close to that you can your reading ability was fluently. A publication FIGHTING WORDS: Persuasive Strategies for War and Politics will make you to end up being smarter. You can feel far more confidence if you can know about almost everything. But some of you think that open or reading some sort of book make you bored. It's not make you fun. Why they may be thought like that? Have you seeking best book or suitable book with you?

Julie Flanagan:

What do you with regards to book? It is not important with you? Or just adding material if you want something to explain what the ones you have problem? How about your spare time? Or are you busy man or woman? If you don't have spare time to do others business, it is gives you the sense of being bored faster. And you have spare time? What did you do? Every person has many questions above. They should answer that question since just their can do that will. It said that about guide. Book is familiar in each person. Yes, it is suitable. Because start from on kindergarten until university need this kind of FIGHTING WORDS: Persuasive Strategies for War and Politics to read.

James Jernigan:

Now a day people who Living in the era exactly where everything reachable by talk with the internet and the resources within it can be true or not require people to be aware of each info they get. How many people to be smart in having any information nowadays? Of course the answer then is reading a book. Studying a book can help men and women out of this uncertainty Information specially this FIGHTING WORDS: Persuasive Strategies for War and Politics book because book offers you rich details and knowledge. Of course the information in this book hundred per-cent guarantees there is no doubt in it everbody knows.

Tammy Paradis:

The publication with title FIGHTING WORDS: Persuasive Strategies for War and Politics possesses a lot of information that you can discover it. You can get a lot of gain after read this book. This book exist new understanding the information that exist in this book represented the condition of the world today. That is important to yo7u to know how the improvement of the world. This kind of book will bring you with new era of the globalization. You can read the e-book with your smart phone, so you can read the idea anywhere you want.

**Download and Read Online FIGHTING WORDS: Persuasive
Strategies for War and Politics Richard F. Miller #BK15GHM7CIN**

Read FIGHTING WORDS: Persuasive Strategies for War and Politics by Richard F. Miller for online ebook

FIGHTING WORDS: Persuasive Strategies for War and Politics by Richard F. Miller Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read FIGHTING WORDS: Persuasive Strategies for War and Politics by Richard F. Miller books to read online.

Online FIGHTING WORDS: Persuasive Strategies for War and Politics by Richard F. Miller ebook PDF download

FIGHTING WORDS: Persuasive Strategies for War and Politics by Richard F. Miller Doc

FIGHTING WORDS: Persuasive Strategies for War and Politics by Richard F. Miller Mobipocket

FIGHTING WORDS: Persuasive Strategies for War and Politics by Richard F. Miller EPub