



Emotionale Rhetorik: Mit Worten begeistern, beeindrucken, berühren (Whitebooks) (German Edition)

Anita Hermann-Ruess

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Was uns emotional nicht berührt, wird uns nie erreichen. Nur Emotionen können Botschaften in uns verankern. Nur was uns emotional bewegt, erlangt unsere Aufmerksamkeit. Anita Hermann-Ruess stellt in ihrem Buch 40 rhetorische Instrumente vor, die die Treffsicherheit und Kraft haben, ein Publikum emotional zu erreichen.

Das Buch ist ein übersichtliches, inspirierendes Rhetorik-Nachschlagewerk, mit dem Sie in Sekundenschnelle die richtigen Tools für Ihre Rede oder Ihren Text finden. Ergänzend werden 30 rhetorische Stilmittel für den rhetorischen Feinschliff - von Alliteration über Klimax bis Oxymoron -, auf je einer Seite knapp erklärt. Klare Anleitungen, ausformulierte Beispiele und gute Ideen machen das Buch zu einem unverzichtbaren rhetorischen Ideengeber.



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