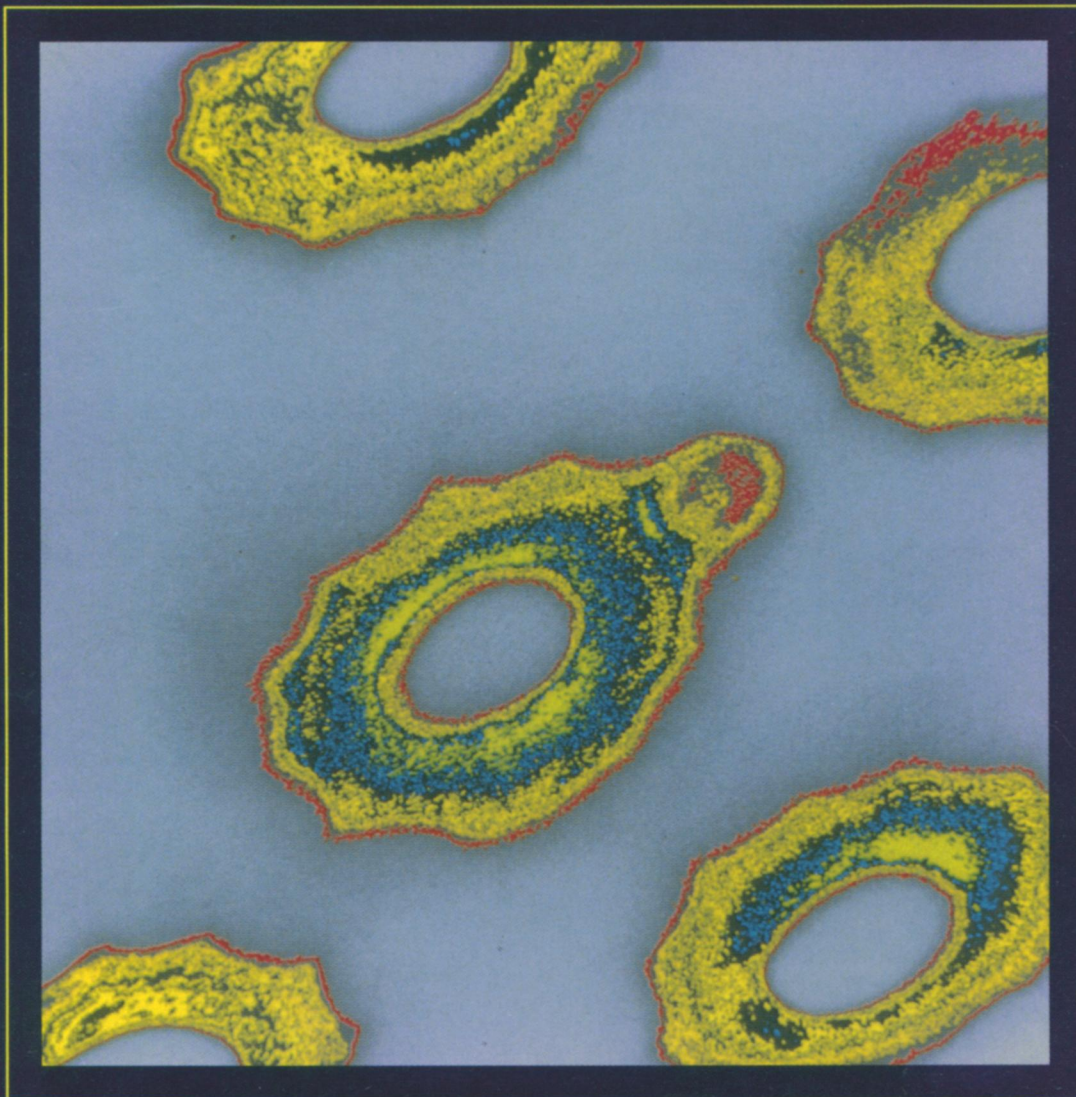


The Weekly Newsmagazine of Science

# SCIENCE NEWS

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Vol. 138, No. 11  
Pages 161-176



## *Inner-Eye Oddity*

# Talk With Confidence— Learn Verbal “Judo” in a Few Hours For Only \$6.95 (pub. at \$12.95)

For anyone who's ever been pulverized by put-downs, rankled by reproaches, or irritated by insinuations, here's a revolutionary book that devotes itself *completely* to tactics of verbal self-defense. *The Gentle Art of Verbal Self-Defense* teaches you how to defend yourself diplomatically in delicate family situations and in the hard-nosed business world. And this book is so thorough and easy-to-understand that you can read it once and become the kind of person everybody admires—the person who stays unruffled during confrontations, who always says the right thing, and who enjoys good relations with everyone.

## Stop Them with a Few Words

This book explains the various ways that people will try to bait you and then it tells you how to *stop* them with a few carefully chosen words. It trains you to defend yourself with a simple eloquence that will subdue your verbal opponents. And it shows you how and when to use blunt honesty, agreement, humor, flattery, and distraction.

## Keep Cool During Arguments

*The Gentle Art of Verbal Self-Defense* also helps you avoid the self-defeating, overly emotional attitudes that many people assume during arguments. Once you've read this book, you'll *never again* lose an argument by being sullen, uncontrollably angry, peevishly defensive, or apologetic. You'll have gained enough savvy not to be thrown by hostile remarks.

## Learn to Handle All Attacks

*The Gentle Art of Verbal Self-Defense* covers all the types of verbal attacks and attackers you're likely to encounter. And it explains both attacks and defenses with helpful features like these:

- **The 8 Types of Verbal Attacks** (and how to fight them.)
- **The 4 Principles of Verbal Self-Defense** (from knowing you are under attack to following through with your counter-attack.)
- **The 5 Personalities & How They Communicate** (Is your boss a “Leveller?” Is your mother a “blamer?” Is your husband a “distracter?”)
- **Dialogues that Show Effective & Ineffective Defense Strategies**
- **Instructions on Voice Control & Body Language**

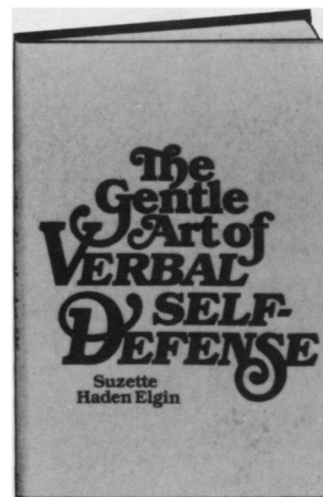
These features will teach you how to deal with all types of people, including bullying bosses, backbiting co-workers, guilt-producing mothers, nagging wives, condescending husbands, and many others. And you'll discover how to counter all the varieties of verbal abuse—from subtle put-downs to out-and-out attacks.

## Save Yourself Years of Mistakes

*The Gentle Art of Verbal Self-Defense* gives you a complete education in communication, an education that will improve the quality of your personal and professional relationships. On your own, it might take you

years of trial and error, of fights and misunderstandings, to learn all the lessons of this book. So, why not wise up now by ordering your copy of this book today?

*The Gentle Art of Verbal Self-Defense*, originally \$12.95, now costs only \$6.95. And, should you want to return the book, you can do so and have your money refunded with no questions asked.



### About the Author

Psycholinguist Suzette Haden Elgin has presented her innovative self-defense principles in a variety of formats. She has given workshops and seminars all over the U.S., including verbal self-defense sessions for doctors, lawyers, and other professionals. Dr. Elgin has also created a self-defense tape and a training manual for people who teach her self-defense techniques.

To order the book, at the special \$6.95 price, just call us toll free at: **1-800-242-6657**. Or mail a completed coupon.

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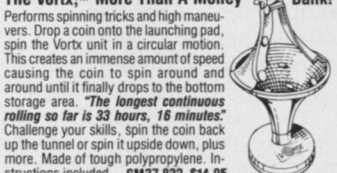
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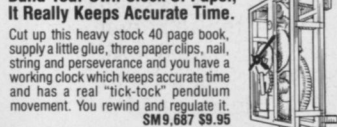
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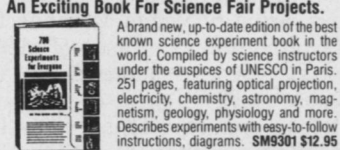
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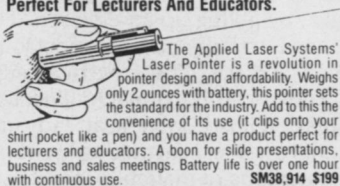
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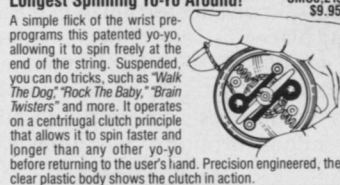
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