

*Librería*  
***Bonilla y Asociados***  
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**Título:** Rethoric

**Autor:** Aristotle

**Editorial:**

**Tema:**

**Sinopsis**

Focusing on the use of language as both a vehicle and a tool to shape persuasive argument, Aristotle delineates with remarkable insight both practical and aesthetic elements and their proper combination in effective presentation, oral or written. He also emphasizes the effective use of language in achieving precision and clarity of thought.

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