

It is the morbid attraction of evil which may overcome many a person standing face to face with an enemy who is perceived to be superior in strength. A setting just like a bull bursting with energy standing opposite a torero of slight build. How can one defend oneself and win the fight? One has to become a BULL fighter. Just like a shrewd and cunning politician, a master of words, quick-witted, perhaps only »close« to the truth but, in any case, convincing. Twisting words and facts like a genuine sophist. Checkmating opponents in the style of a refined dialectician.

→Rhetorical tips and tricks the invincible BULL fighter is made of.

Dr. Dr. Wolf Ruede-Wissmann is an architect, a psychologist, a journalist and has been a coach for speech and negotiations throughout 25 years. He was and still is a welcome guest on many TV shows and radio programs.

USPs: →The new book by Ruede-Wissmann, the master of speech – brilliant rhetoric is a sharp-bladed knife



Wolf Ruede-Wissmann
BULLFIGHTING

Hardest-fighting rhetoric – How to defeat your enemy

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