

# Table of contents

<i>Acknowledgements</i>	ix
Introduction	x
1 What if we're wrong about what's wrong with argument?	1
2 The trouble with audience	12
3 I do believe in science, I do believe in science	23
4 Who do you doubt?	32
5 Reasoning backwards is reasoning forwards	48
6 Team camo, team khaki	68
7 Team camo and team khaki on climate change	80
8 The attention imperative	96
9 Chasing ice, chasing eyes	108
10 How should we argue?	118
<i>Epilogue</i>	133
<i>Index</i>	138