Ad Hominem Fallacies
Attacking/rejecting an argument by attacking the source of the argument (usually a person) rather than the argument itself.

[NOTE: Ad hominems are not fallacies when they are directed against testimony and give legitimate reasons for doubting credibility, but are always fallacies when directed against arguments.]

Example:
“We can ignore any scientific arguments given by the Nazis because Nazism was inhuman.”

Specific Types of Ad Hominem fallacy:
Bias Ad Hominem
Attacking/rejecting an argument on the grounds that the arguer has a special interest in the question.

Example:
“Pay no attention to those American Tobacco Institute arguments against restrictions on smoking: of course they’re against restrictions, that’s their source of income!”

Inconsistency Ad Hominem
Attacking/rejecting an argument because it is inconsistent with the arguer’s practices (i.e., she’s a hypocrite).

Example:
“We don’t have to take Al Gore’s arguments that cars are wrecking the environment seriously because he drives a gas-guzzler.”

Psychological Ad Hominem
Attacking/rejecting an argument by questioning the mental state of the arguer.

Example:
“Nietzsche’s arguments against Christianity can be rejected out of hand because by that stage of his life he was clinically insane.”

Inverse Ad Hominem (AKA “Good Intentions”) Fallacy
Defending an argument merely by pointing to praiseworthy features of the source (usually a person).

Example:
“In the birth control debate, those against it are in a stronger position than those for it because the former can count Mother Teresa and the Pope on their side.”

Fallacious Appeal to Authority
One gives an appeal to authority when one supports testimony by pointing to a supposed expert who backs up the claim. This is fallacious if at least one of the following things is true:
(a) the “expert” is not trustworthy (biased or a confirmed liar)
(b) the “expert” is not an expert in the right field (Example: Michael Jordan is not an expert on batteries)
(c) there is genuine disagreement among experts in the relevant field (Example: there is often disagreement over psychological diagnoses, see p. 210)

Specific Types of Fallacious Appeal to Authority:
Appeal to Popularity
Claiming that a position is correct because it is held by a large number of people

Example:
“Britney Spears is a truly inspired musician! Millions of record buyers can’t be wrong!”

Appeal to Tradition
Claiming that a position is correct because it has lasted through time

Example:
“There’s nothing wrong with whupping your kid - people have been doing it for thousands of years.”

Half-Truth Fallacy
Stating only part of the truth and thereby giving the impression (through innuendo) that a further claim is true, when the omitted evidence would not support that further claim
Example:
“Zest soap: doesn’t leave a nasty film on your skin!”
[Gives the impression that other soaps do, when in fact none of Zest’s major competitors do anything of the sort]

Fallacy of Ambiguity
Using one meaning of a word or phrase in a premise and claiming that it implies a different (usually stronger) meaning in the conclusion

Examples:
“Simon’s a great guy, and he plays basketball. Therefore he’s a great basketball player.”
“The jury found me not guilty. Therefore I didn’t do the crime.”

Strawman Fallacy
Either (1) distorting an argument and criticizing the distorted version of the argument, then claiming that one has defeated the real argument (the distorted version is usually obviously stupid and thus as easy to knock down as a straw man, but knocking down a straw man is very different from knocking down an actual one); or (2) misrepresenting a position as far more extreme than the version held by the majority of its supporters. Usually done (a) by quoting claims out of context or (b) by claiming that the views of an extremist member of the group are representative of all members.

Examples:
“So called ‘Pro-Choicers’ want every woman to have as many abortions as possible.”
“So called ‘Pro-Lifers’ want to deny women any control over their own bodies.”

Slippery Slope Fallacy
Rejecting X by claiming that it will lead to Y, a horrible, terrible result, while offering no argument to show the connection between the two, apparently quite distinct, things.

Example:
“If we allow assisted suicide to be a legal procedure for doctors, then pretty soon all respect for life in this country will be lost and hundreds of self-styled Kevorkians will be running around ‘helping’ other people to die!”

False Dilemma (also known as Fallacy of Black-and-White Thinking)
Claiming that there are only two options when in fact there are more. Usually this is accompanied by an argument against one of those positions.

Example:
Poll on Bill O’Reilly web page: “Did you think the President’s State Of The Union speech was effective?” Two options given: Yes - Just what we needed. No - A total disappointment.

Golden Mean Fallacies
First kind: Choosing a middle position that is inherently ridiculous (usually because there really are only two options available – the two extremes).

Examples: my bank experience, F. Lee Bailey’s example on p. 287.

Second kind: Rejecting extreme positions simply because they are extreme (and not for any other reason), and adopting a middle position simply because it is the ’mean’ between extremes. (Difference: in the first kind, the position itself is ridiculous. In the second, the position may actually be reasonable, but the reason given for adopting it is ridiculous.)

Examples:
“Pigging out on sweets is unhealthy, but not having any sweets is miserable. Therefore I should obviously pig out every other day.”
“Twenty years for stealing a car is way too harsh. But letting the perpetrator off scot-free is way too lenient. Ten years sounds like a nice compromise.”