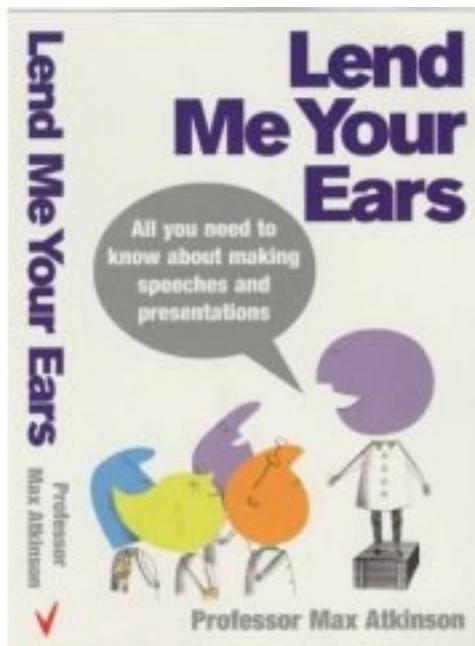


Lend Me Your Ears



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著者:Atkinson, Max

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Synopsis

This is a groundbreaking, yet practical guide to the art of public speaking. The past twenty years has seen the emergence of an industry standard model of presentation - the slide show. Yet, research has shown that audiences are deeply dissatisfied with this mode of public speaking. In "Lend Me Your Ears", Max Atkinson - a highly experienced speaker and trainer, having been involved in speech writing for business, politics and the arts for 30 years - uses the findings of recent scientific research combined with the rules of classical rhetoric to highlight the secrets of successful persuasion. Using extensive research based on empirical evidence, Max has developed a new and provocative way of looking at speech making, providing the reader with practical and

simple guidelines, exercises and tips to improve performance, including: advice on the use of classical rhetoric; how to prepare speeches when in a rush; the myths surrounding visual aids; the use of body language; and much more! This is destined to be the definitive text in this area. Author Biography: Max Atkinson is currently a visiting professor at Henley Management College and runs a consultancy providing training programmes in public speaking and speech writing. He was Paddy Ashdown's speechwriter in 1987, ran workshops for Ronald Reagan's speechwriters and runs workshops for the Royal Shakespeare Company on the art of oratory.

作者介绍:

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标签

public-speaking

说服

Management

评论

这书真的超好！大学里得到的少得可怜的几项真正有用的技能之一，虽然还没做好。封面比打印版的真的好看太多。

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书评

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