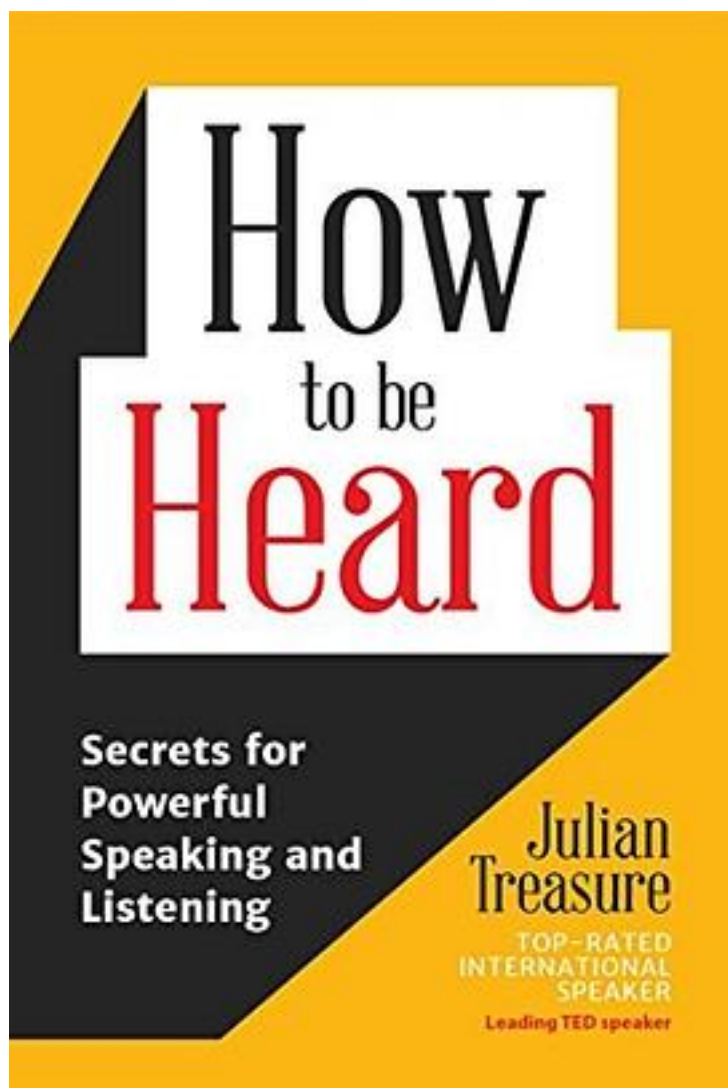


How to be Heard



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著者:Julian Treasure

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Secrets of Communication Skills from a TED Talks Star

2019 Audie Award Winner for Best Audio Book in Business and Personal Development

HuffPost 20 Best Business Books of 2017

Winner of the Best Voiceover-Audiobook Narration at the 2018 Voice Arts Awards

Transform your communication skills. Have you ever felt like you're talking, but nobody is listening? Renowned five-time TED Talks speaker and author Julian Treasure reveals how to speak so that people listen—and how to listen so that people feel heard. As this leading sound expert demonstrates via interviews with world-class speakers, professional performers and CEOs atop their field, the secret lies in developing simple habits that can transform your communication skills, the quality of your relationships and your impact in the world.

Effective speaking, listening, and understanding skills. How to be Heard includes never-before-seen exercises to develop your communication skills that are as effective at home as in the boardroom or conference call. Julian Treasure offers an inspiring vision for a world of effective speaking, listening and understanding.

Secrets of communication skills and tips discussed in How to be Heard include:

How to make sound work for you

Why listening matters

The four cornerstones of powerful speaking and listening

How to avoid the seven deadly sins of speaking and listening

How to listen and why we don't

The power of your vocal toolbox and tricks of great speakers

Exercises and methods to achieve clarity, precision and impact

How to deliver a great talk.

If you have read books like Talk Like TED, Simply Said, or Just Listen; you will want to read Julian Treasure's How to be Heard.

作者介绍:

Editorial Reviews

Review

“Julian's message is powerful and it works. As we have learned, the simple things are the ones that matter. I have explored my environment differently after learning more about sounds affecting us and have passed on the knowledge to those who are open minded. I am grateful for his dedication.” — Mikko Charnay

“Julian’s in-depth experience and wisdom continue to inspire me not only as a musician, but to better connect with all fellow beings and experiences through the art of listening. Life begins and ends with listening.” - Dame Evelyn Glennie CH, DBE

“Julian Treasure’s mastery of his subject and skill at explaining the virtues of sound in our lives with clear, powerful, and fun analogies make How To Be Heard a compelling narrative. It is the go-to resource for learning how to listen and express ourselves in ways that can only enrich our lives.” - Bernie Krause

Founder, Wild Sanctuary Author, The Great Animal Orchestra

“If you’re thinking that sound doesn’t impact the power of your communication and your outcomes in life, you’re simply not listening close enough. Julian Treasure is a pure genius. He understands what motivates and moves people, and it’s all in the power of sound. How To Be Heard is an important read… and something that everyone needs to hear. Pun intended.” - Mitch Joel

President, Mirum Author, Six Pixels of Separation & CTRL ALT Delete.

“It’s hard to believe that so much of value could be said about listening and speaking. If everybody was to take this to heart we would have a much-improved world. Those lucky enough to take on board Mr. Treasure’s comprehensive treatise can only benefit hugely.” - Anthony Fitzgerald, Media Expert

“Julian’s book must be a standard text for all young people, to ensure that listening skills help to create a better world for us to live in.” - Chris Perry, Global Job Coach

“Julian’s work helps us to understand how we can become better communicators. His understanding of science, behaviour and content is brought together in a format that makes these concepts accessible. In a world where communication is key in improving relationships, personal, professional, business and politics, Julian brings us undeniable proof that understanding how we communicate is the best approach to improving our skills. His career has been devoted to communication, and we now have access to his amazing knowledge.” - Claude Lussier, Owner, Modula

“Julian takes simple things we take for granted - sound, listening, hearing - and amplifies their importance in our everyday life like no other. You simply must follow his work.” - Gavin Wellington

Armstrong Acoustics

“Julian Treasure is a rare expert at the forefront of practical, creative and philosophical thinking around ever-important acts of listening, hearing and the environmental impacts of sound and silence in an increasingly noisy world.” - Jason Sweeney, Artist & Musician

“Julian Treasure has long since been an inspirational voice for applied sound. His suggestion that politicians’ “talks” should be called “listens” made me smile at its simplicity and geniality. Julian is well-respected in the small circle of international applied sound communication. He has now firmly occupied the territory of the effects of the spoken word as THE authority. In his new book, he expands the borders from concentration on the recipient to include the transmitter and delivers powerful insights on how to use words to their maximum effect. Apart from that, he is a rather nice bloke!” - John Groves

Founder, GROVES Sound Branding

‘I have viewed many of Julian's TED talks and found the content very helpful to support teaching communication. Conscious listening is so important and it is a challenge to get students to listen so the value of my teaching is retained. I am also very interested in the information about background sounds that improve listening and learning. Thank you for this new book – I look forward to trying out your exercises. I think your information is excellent.’ - Karen C. Engels

“How to be Heard has had a positive effect on my conscious ability to listen and communicate better. The book is a must read for anyone who wants to improve their listening skills and understand the effect sound has on day to day life. It has benefitted my business; improved dialogue between the team and made us happier, calmer and most of all made us feel we are heard!” - Karen Oliver

MD, Zebedee Creations

Julian Treasure is such an important voice in a world so saturated in noise. Everyone should follow his excellent and timely lessons. Stop the chatter and start listening – preferably to him!” - Liza Dezfouli

Writer

“As a colleague at the Audio Branding Society, I had the pleasure of meeting Julian Treasure several times. I also have been following his work for quite a while. In my opinion, Julian redefined the term “sound expert”, opening new paths to audio wisdom.” - Manuel Faria, Owner, Indigo

“Julian invites us to consider the power of listening (really listening!); to think about the impact of sound upon our lives; to ponder our own sound. He asks us to take time out, to reflect on what we say and how we say it. In a world where we are constantly bombarded with noise he encourages us stop, listen and dissect the wheat from the chaff. In the vast array of books on self-improvement and well-being Julian's latest should be a must-read.” - Mark Forsbury

“Julian provides a number of very hands-on tools that help one to be heard by the right audience in all areas of one's life – from making sure one speaks audibly to receive the right coffee in a noisy coffee shop, to having an audience of 100 people follow one's presentation at work. Incredibly powerful.” - Martina Meyer zu Selhausen

“A must-read from the master of communication, Julian Treasure.” - Michael Charnley-Heaton

Founder & CEO, Radioworks

“Julian’s books are a source of inspiration for us acousticians and thousands of other professionals around the world. He has written the bible of acoustics with Sound Business. His new book shows his amazing insights in the world of sound and communications. It’s simply brilliant!” - Michiel Post

Acoustician, Post Acoustics Amsterdam NL

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about sounds affecting us and have passed on the knowledge to those who are open minded. I am grateful for his dedication.” - Mikko Charnay

“Julian is an exceptional mentor, guide in voice training and pioneer in a unique, largely unexplored field of speaking and listening. His new book is a MUST READ for everybody who wants to influence and feel acknowledged.” - Rajeev Supekar, B. Tech., P. Eng., PMP

“Julian is on the cutting edge of changing how many perceive our world, with practical advice mixed with a fresh and innovative approach around the fields of sound and communication. I have benefitted from his advice and generosity and I would advise anyone to tune in to his world and thinking” - Richard Francis

Founder, Senscape

“I've attended Julian's workshops and shared his TED talk in my classes. His insights and wisdom on listening are engaging and so worth adapting!” - Seth Lewis

Lecturer in Business & Hospitality

“Julian Treasure wants to make the world a better sounding place. In my book, that’s worth listening to.” - Simon Honywill, Consultant Sound Engineer - Glastonbury Festivals, TED Global

“Julian’s books should be bibles for anyone who works in sound communication. I’ve been doing it for 40 years, teaching it for 20, and still I learn from him every time I open a page.” - Tony Hertz

Hertz: Radio & Brand Sound, Manila

“Julian Treasure's book nails the fundamentals of our most important skills, speaking and listening, which are so often forgotten – and that's where all the problems arise.” - Tushar Das

“Julian Treasure's listening strategies are a gift to us all, personally and professionally. We are all slowly drowning in an ocean of modern sound, and he pulls us up into the fresh air our lungs were burning for.” - Zach Heffner, Success Coach, Spire Advertising

“Julian takes an everyday subject that we all take for granted and provides a glimpse "behind the curtain" of the detail and science of noise. From there, he explains how to turn this to your advantage and really be heard and also to listen fully. His words are so clear, you can almost hear his voice talking directly to you! This is a practical how-to guide which will help you achieve much more with your voice and to really get your thoughts across.” - Bronwen Gibbs

“When it comes to sound and its influence on human psychology, Julian Treasure is the go-to expert. His book is written in a clear and entertaining way, and will help you enhance your listening skills, your performance in business, sales, interpersonal relationships and your overall wellbeing.” - Carmen Ezcurra

Owner, Risk Seguros

“Julian Treasure's listening strategies are a gift to us all, personally and professionally. We are all slowly drowning in an ocean of modern sound, and he pulls us up into the

fresh air our lungs were burning for.” — Zach Heffner, Success Coach, Spire Advertising

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About the Author

Julian Treasure is a sought-after and top-rated international speaker. Collectively his five TED talks on various aspects of sound and communication have been viewed more than 50 million times. His talk How To Speak So That People Want To Listen is in the rare group that has over 20 million views on TED.com alone, placing it in the top 10 TED talks of all time.

Julian's first book Sound Business is the seminal work on creating intentional, effective business sound, now in its second edition and also published in Japanese.

His second book, How To Be Heard, is a practical guide to improving the vital personal communication skills of speaking and listening. The book includes many simple exercises; interviews with experts; and potent, transformational concepts gleaned from 30 years' experience as a speaker with a passion for listening.

Julian has been widely featured as a sound and communication expert in the world's media, including TIME Magazine; The Economist; The Times; and many international TV and radio stations and podcasts. Julian is a Liveryman of the Worshipful Company of Marketors, a Fellow of the Royal Society of Arts and a long time musician, remembering with affection his two 1981 BBC John Peel sessions (the bands were Transmitters and Missing Presumed Dead). He lives in Orkney, Scotland with Jane and their daughter Holly.

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标签

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演讲

评论

Julian Treasure 在TED有一个分享包含这本书里面的voice toolbox，他本人的声音很棒很有力量。这本书我原本以为转本讲关于声音技巧的，事实上还不到三分一，很多的篇幅是表述的内容以及聆听。不过他采访和推荐的大咖真多不错的。

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