

Sir Winston Method:the Five Secrets of Speaking the Language of Leadership



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著者:James C. Humes

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It is a instructive book on oral communication, especially on how to make effective and convincing speeches as a influencial leader.

Sir Winston's Formular was introduced in this book:

- 1 strong beginning
- 2 one theme
- 3 simple language
- 4 pictures
- 5 emotional ending.

The book was based on the author's study on the great American leaders' speeches and his own experience as a speech writer.

作者介绍:

James C. Humes, author of a prize-winning Churchill biography and a speechwriter for five presidents, has written an invaluable and original book that is a primer both on the art of delivering an effective speech and on the art of writing one.

目录:

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