

TED Talks: The Official TED Guide to Public Speaking

By Chris Anderson

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"Catnip for all the TED fans out there." —*Publishers Weekly*

"Unimpeachably practical . . . A handy guide for novice and moderately experienced speakers." —*Kirkus Reviews*

"Anderson shares the secrets behind the best TED presentations." —*Booklist*

Since taking over TED in 2001, Chris Anderson has shown how carefully crafted talks can be the key to unlocking empathy, spreading knowledge, and promoting a shared dream. Done right, a talk can electrify a room and transform an audience's worldview; it can be more powerful than anything in written form.

This "invaluable guide" (*Publishers Weekly*) explains how the miracle of powerful public speaking is achieved, and equips you to give it your best shot. There is no set formula, but there are tools that can empower any speaker.

Chris Anderson has worked with all the TED speakers who have inspired us the most, and here he shares insights from such favorites as Sir Ken Robinson, Salman Khan, Monica Lewinsky and more — everything from how to craft your talk's content to how you can be most effective on stage. This is a must-read for anyone who is ready to create impact with their ideas.

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Editorial Review

Review

“The TED Talk has reinvented the art of rhetoric for the 21st century. Goodbye to windy academese, scientific gobbledygook, pompous moralizing, powerpoint chloroform – we now know that “ideas worth spreading” can indeed be spread far and wide, and with clarity and panache. Behind this revolution lies Chris Anderson, who had a vision that powerful ideas can improve the world and has developed a coherent philosophy and a set of guidelines for compelling communication. This book may restore rhetoric to its time-honored place as one of the essential skills of an educated citizen.”
—**Steven Pinker**, Johnstone Professor of Psychology, Harvard University, and author of HOW THE MIND WORKS and THE SENSE OF STYLE

“Nobody in the world better understands the art and science of public speaking than Chris Anderson. He has nurtured, coaxed, and encouraged so many speakers over the years (myself included) — helping us to bring forth our very best performances onstage, even when we were at our most nervous and overwhelmed. He is the absolutely perfect person to have written this book, and it will be a gift to many.”
—**Elizabeth Gilbert**, bestselling author of BIG MAGIC and THE SIGNATURE OF ALL THINGS

“This is not just the most insightful book ever written on public speaking—it’s also a brilliant, profound look at how to communicate. If you ever plan to utter a sound, this is a must-read. It gives me hope that words can actually change the world.” -**Adam Grant**, Wharton professor and *New York Times* bestselling author of GIVE AND TAKE and ORIGINALS

"Over the past 25 years, TED has revitalized the whole world of conferences and speaking events. Here for the first time, Chris Anderson and the TED leadership team set out all they've learnt about the dos and don'ts of public speaking. An essential read for all event organizers and speakers. Is there a single recipe for a great speech? Of course not. But there are some essential ingredients, which the TED team sets out here with concision, verve and wit (which are also some of the ingredients). An inspiring, contemporary guide to the venerable arts of oratory." -- **Sir Ken Robinson**, best-selling author of THE ELEMENT, OUT OF OUR MINDS, and CREATIVE SCHOOLS.

The TED Talk may well be the defining essay genre of our time: what the pamphlet was to the 18th-century, and the newspaper Op-Ed was to the twentieth. *TED Talks* is the guidebook to this new language, written by the man who made into it a global force.
-Steven Johnson, bestselling author of *How We Got to Now*

From the Inside Flap
For anyone who has ever been inspired by a TED Talk ...

This is an insider s guide to creating talks that are unforgettable.

Since taking over TED in the early 2000s, Chris Anderson has shown how carefully crafted short talks can be the key to unlocking empathy, stirring excitement, sharing knowledge, and promoting a shared dream. Done right, a talk can electrify a room and transform an audience s worldview; it can be more powerful than anything in written form.

This book explains how the miracle of powerful public speaking is achieved, and equips you to give it your best shot. There is no set formula; no two talks should be the same. But there are tools that can empower any speaker.

Chris Anderson has worked behind the scenes with all the TED speakers who have inspired us the most, and here he shares insights from such favorites as Sir Ken Robinson, Amy Cuddy, Elizabeth Gilbert, Salman Khan, Dan Gilbert, Monica Lewinsky, and dozens more everything from how to craft your talk s content to how you can be most effective on stage. This is the 21st century s new manual for truly effective communication, and it is a must-read for anyone who is ready to create impact with their ideas.
"

From the Back Cover

Your ideas matter . . . make your presentation unforgettable

Since taking over TED in the early 2000s, Chris Anderson has shown how short, carefully crafted talks can be the key to unlocking empathy, stirring excitement and promoting a shared dream. Done right, a talk can electrify a room and transform an audience’s worldview; it can be more powerful than anything in written form.

TED Talks explains how the miracle of powerful public speaking is achieved, and equips you to give it your best shot. There is no set formula; no two talks should be the same. But there are tools that can empower any speaker.

Chris Anderson has worked behind the scenes with all the TED speakers who have inspired us the most, and here he shares insights from such favorites as Chris Hadfield, Sir Ken Robinson, Bill Gates, Elizabeth Gilbert, Salman Khan, Jamie
Oliver, Mary Roach, Monica Lewinsky and dozens more—everything from how to craft your talk’s content to how you can be most effective onstage. This is the twenty-first century’s new manual for truly effective communication, and it is a must-read for anyone who is ready to create impact with their ideas.

Users Review

From reader reviews:

Janice Nolan:

This TED Talks: The Official TED Guide to Public Speaking book is absolutely not ordinary book, you have it then the world is in your hands. The benefit you receive by reading this book is usually information inside this e-book incredible fresh, you will get information which is getting deeper a person read a lot of information you will get. This specific TED Talks: The Official TED Guide to Public Speaking without we recognize teach the one who reading through it become critical in considering and analyzing. Don't end up being worry TED Talks: The Official TED Guide to Public Speaking can bring once you are and not make your bag space or bookshelves' turn into full because you can have it with your lovely laptop even mobile phone. This TED Talks: The Official TED Guide to Public Speaking having good arrangement in word and

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Paul Gay:

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John Kuykendall:

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Lorenzo McAvoy:

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