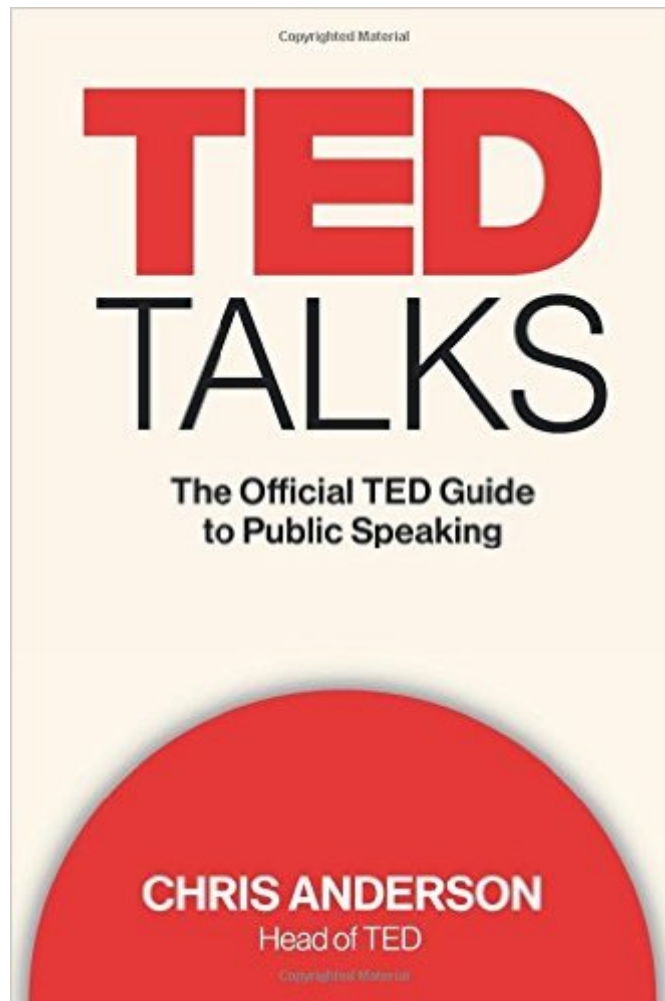


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# TED Talks: The Official TED Guide To Public Speaking



## Synopsis

A New York Times Bestseller 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, spreading knowledge, and promoting a shared dream. Done right, a talk can electrify a room and transform an audience's worldview. Done right, a talk is 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. The goal is for you to give the talk that only you can give. But don't be intimidated. You may find it more natural than you think. 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, Bill Gates, Elizabeth Gilbert, Salman Khan, Dan Gilbert, Mary Roach, Matt Ridley, 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.

## Book Information

Hardcover: 288 pages

Publisher: Houghton Mifflin Harcourt; 1 edition (May 3, 2016)

Language: English

ISBN-10: 0544634497

ISBN-13: 978-0544634497

Product Dimensions: 5.5 x 1.2 x 8.5 inches

Shipping Weight: 14.1 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars See all reviews (117 customer reviews)

Best Sellers Rank: #6,792 in Books (See Top 100 in Books) #6 in Books > Textbooks > Business & Finance > Business Communication #7 in Books > Reference > Words, Language & Grammar > Public Speaking #17 in Books > Business & Money > Skills > Running Meetings & Presentations

## Customer Reviews

TED Talks reminds me a little of a book I read decades ago | Bobby Fischer Teaches Chess. As I read that book I kept thinking, yes, interesting idea " and another. When I finished, I thought ok

good pointers but will it make any difference? Then I played someone who I had never won against in dozens of opportunities and I beat them. Bobby Fischer's book was one of the first popular books I read that used programmed learning—stepping the reader through a series of painless exercises. I've also seen that technique also used in a book that teaches math by setting up the problems faced by Euclid, etc. and giving readers enough clues so they too can reach their own aha moments. While TED Talks doesn't use programmed learning, it is very painless reading, packed with lots of good ideas. You may not come away and be able to deliver a TED Talk right away but you will come away with at least several new ideas on how to improve your ability to get your message across in group settings. Anyone who has seen several TED Talks knows there is no one way to deliver the talks but the book has plenty to say about what generally doesn't work and what does. I'll just hit on a few that struck me as helpful: Don't give a sales pitch. The speaker's job is to give to the audience, not to take. Sometimes it takes a little demolition before changing minds. Example: In ancient societies, a third of men died violent deaths. Modern media plays up violence because that's what sells. We've changed. After crushing their stereotypes, now you can go onto your points. Take your audience down your own path of discovery. By asking them to join the process, they get more involved. Make sure your words and images work together.

I love TED Talks. I love how they inspire, educate, or entertain, usually in under ten minutes. Most of the TED Talks I've seen (on the TED website or on YouTube) have taught me something new or made me think of something in a way that I haven't before. This book isn't the only one that will teach you how to give a speech like a TED Talk expert, but it is the official TED guide to public speaking by the curator of TED. I prefer *How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations*, because—like a good TED Talk—it teaches a lot and inspires in an amazingly brief amount of time. It also focuses on the positive, while this official guide spends a lot of time talking about how nervous TED presenters often are. I understand that might help some readers, but.. *How to Deliver a TED Talk* helped me much more when it comes to dealing with nerves. This book just made me more nervous. This official guide is very detailed, serious, and includes lots of examples and lots of repetition. I started reading it straight through, but it didn't hold my attention. After that, I started skimming. First I read just the start and end of each paragraph. Then I read just the start and end of each chapter and each subsections. You really can get the gist of most of the book this way. I know the depth, examples, and repetition will be better for some people, but I learn better with something short and entertaining. You know, like an actual TED Talk.

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Summary: TED Talks by Chris Anderson: The Official TED Guide to Public Speaking TED Talks: The Official TED Guide to Public Speaking TED Talks Storytelling: 23 Storytelling Techniques from the Best TED Talks How to Design TED Worthy Presentation Slides: Presentation Design Principles from the Best TED Talks (How to Give a TED Talk Book 2) How to Design TED-Worthy Presentation Slides (Black & White Edition): Presentation Design Principles from the Best TED Talks Summary and Analysis of Talk Like TED: 9 Public-Speaking Secrets of the World's Top Minds Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds Speaking Up & Speaking Out: Working for Environmental Justice Through Parks, Recreation, & Leisure How to Deliver a Great TED Talk: Presentation Secrets of the World's Best Speakers (How to Give a TED Talk Book 1) Essential Case Studies In Public Health: Putting Public Health into Practice (Essential Public Health) Research Methods in Public Administration and Public Management: An Introduction (Routledge Masters in Public Management) DK Guide to Public Speaking (2nd Edition) 1001 Humorous Illustrations for Public Speaking: Fresh, Timely, and Compelling Illustrations for Preachers, Teachers, and Speakers The Essential Elements of Public Speaking (5th Edition) (Mycommunicationlab) The Art of Public Speaking, 10th Edition Storytelling: A Storytelling System To Deliver Inspiring and Unforgettable Speeches (Presentation Tips, Public Speaking, Communication Skills) Public Speaking Handbook (4th Edition) Public Speaking and Civic Engagement (3rd Edition) Public Speaking: Concepts and Skills for a Diverse Society Mastering Public Speaking (9th Edition)

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