



## 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

“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)

“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 it into a global force.” (Steven Johnson, bestselling author of HOW WE GOT TO NOW)

“[Anderson] covers important topics such as making a personal connection with audiences, explaining complicated subjects to laypeople, priming people to accept counterintuitive ideas, and cultivating a sense of showmanship. . . . This is an invaluable guide to effective presentations, and catnip for all the TED fans out there.” (*Publishers Weekly*)

“This is a must read for anyone who presents.” (cbc.ca)

“For anyone who’s got a story to tell, or an audience they want to engage—this book is a must-read.” (*Forbes*)

#### 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.

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#### From the Back Cover

**Applause from TED Speakers**

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, author of *Give and Take* and *Originals*

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**, author of *Eat, Pray, Love* and *The Signature of All Things*

The TED Talk has reinvented the art of rhetoric for the twenty-first 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. This book may restore rhetoric to its time-honored place as one of the essential skills of an educated citizen.

**Steven Pinker**, Harvard professor, author of *How the Mind Works* and *The Sense of Style*

Here for the first time, Chris Anderson and the TED leadership team set out all they ve learned about the dos and don ts of public speaking. Is there a single recipe for a great speech? Of course not. But there are some essential ingredients, which the TED team presents here with concision, verve, and wit (which are also some of the ingredients). An inspiring, contemporary guide to the venerable art of oratory.

**Sir Ken Robinson**, education reformer, author of *Creative Schools*

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## Users Review

### From reader reviews:

#### Michael Mazzariello:

The reason? Because this TED Talks: The Official TED Guide to Public Speaking is an unordinary book that the inside of the e-book waiting for you to snap the item but latter it will zap you with the secret the idea inside. Reading this book close to it was fantastic author who else write the book in such remarkable way makes the content on the inside easier to understand, entertaining way but still convey the meaning completely. So , it is good for you because of not hesitating having this ever again or you going to regret it. This excellent book will give you a lot of rewards than the other book include such as help improving your ability and your critical thinking means. So , still want to delay having that book? If I were you I will go to the publication store hurriedly.

#### Arturo Lamb:

Many people spending their time frame by playing outside together with friends, fun activity having family or just watching TV the whole day. You can have new activity to invest your whole day by reading a book. Ugh, do you think reading a book will surely hard because you have to accept the book everywhere? It ok you can have the e-book, bringing everywhere you want in your Cell phone. Like TED Talks: The Official TED Guide to Public Speaking which is finding the e-book version. So , why not try out this book? Let's

view.

**Robert Olsen:**

This TED Talks: The Official TED Guide to Public Speaking is new way for you who has intense curiosity to look for some information mainly because it relief your hunger of information. Getting deeper you into it getting knowledge more you know or perhaps you who still having small amount of digest in reading this TED Talks: The Official TED Guide to Public Speaking can be the light food in your case because the information inside that book is easy to get by anyone. These books build itself in the form and that is reachable by anyone, yeah I mean in the e-book application form. People who think that in book form make them feel drowsy even dizzy this reserve is the answer. So there is absolutely no in reading a guide especially this one. You can find what you are looking for. It should be here for an individual. So , don't miss that! Just read this e-book sort for your better life and knowledge.

**Albert Hartley:**

What is your hobby? Have you heard that question when you got college students? We believe that that question was given by teacher with their students. Many kinds of hobby, Everyone has different hobby. So you know that little person like reading or as reading become their hobby. You need to know that reading is very important as well as book as to be the thing. Book is important thing to increase you knowledge, except your teacher or lecturer. You discover good news or update concerning something by book. Numerous books that can you choose to use be your object. One of them is TED Talks: The Official TED Guide to Public Speaking.

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