

<<卡耐基演讲与口才>>

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### 内容概要

For many years, Dale Carnegie's name has been synonymous with winning friends and influencing people. *How to Win Friends and Influence People* is one of the best sellers of all time in nonfiction and has brought him international popularity. But *How to Win Friends and Influence People* was not the first book written by Dale Carnegie. In 1926, Dale Carnegie wrote a book entitled *Public Speaking and Influencing Men in Business*. This was a textbook on public speaking, and, up to the present date, has been one of the official textbooks of the world-famous Dale Carnegie Course in Effective Speaking and Human Relations. It has also served as a textbook for Y. M. C. A. public speaking classes. This book has sold 600,000 copies in the last ten years alone, and the total sale of the hard-cover edition is now over 1,000,000 copies. It has been published in some twenty languages and thousands of copies have been sold in these foreign editions. It has not, however, been a book of which the majority of the reading public has been aware.

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书籍目录

1. Developing Courage and Self-Confidence 2. Self-Confidence Through Preparation 3. How Famous Speakers Prepared Their Addresses 4. The Improvement of Memory 5. Essential Elements in Successful Speaking 6. The Secret of Good Delivery 7. Platform Presence and Personality 8. How to Open a Talk 9. How to Close a Talk 10. How to Make Your Meaning Clear 11. How to Interest Your Audience 12. Improving Your Diction Appendix: Speech Building with Exercises

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## 章节摘录

More than five hundred thousand men and women, since 1912, have been members of public speaking courses using my methods. Many of them have written statements telling why they enrolled for this training and what they hoped to obtain from it. Naturally, the phraseology varied; but the central desire in these letters, the basic want in the vast majority, remained surprisingly the same: "When I am called upon to stand up and speak," person after person wrote, "I become so self-conscious, so frightened, that I can't think clearly, can't concentrate, can't remember what I had intended to say. I want to gain self-confidence, poise, and the ability to think on my feet. I want to get my thoughts together in logical order and I want to be able to say my say clearly and convincingly before a business or club group or audience." Thousands of their confessions sounded about like that! To cite a concrete case: Years ago, a gentleman here recalled Mr. D. W. Ghent, joined my public speaking course in Philadelphia. Shortly after the opening session, he invited me to lunch with him in the Manufacturers' Club. He was a man of middle age and had always led an active life; was head of his own manufacturing establishment, a leader in church work and civic activities. While we were having lunch that day, he leaned across the table and said: "I have been asked many times to talk before various gatherings, but I have never been able to do so. I get so fussed, my mind becomes an utter blank: so I have sidestepped it all my life. But I am chairman now of a board of college trustees. I must preside at their meetings. I simply have to do some talking. Do you think it will be possible for me to learn to speak at this late date in my life?"

"Do I think, Mr. Ghent?"

"I replied. "It is not a question of my thinking. I know you can, and I know you will if you will only practice and follow the directions and instructions. He wanted to believe that, but it seemed too rosy, too optimistic. I am afraid you are just being kind," he answered, that you are merely trying to encourage me. After he had completed his training, we lost touch with each other for a while. Later, we met and lunched together again at the Manufacturers' Club. We sat in the same corner and occupied the same table that we had had on the first occasion. Reminding him of our former conversation, I asked him if I had been too sanguine then. He took a little red-backed notebook out of his pocket and showed me a list of talks and dates for which he was booked. "And the ability to make these," he confessed, the pleasure I get in doing it, the additional service I can render to the community these are among the most gratifying things in my life. "An important disarmament conference had been held in Washington shortly before that. When it was known that the British Prime Minister was planning to attend it, the Baptists of Philadelphia cabled, inviting him to speak at a great mass meeting to be held in their city. And Mr. Ghent informed me that he himself had been chosen, from among all the Baptists of that city, to introduce England's premier to the audience. And this was the man who had sat at that same table less than three years before and solemnly asked me if I thought he would ever be able to talk in public!"

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