

# Ted Talks: The Official TED Guide to Public Speaking

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New York Times Bestseller

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

"The most insightful book ever written on public speaking . . . a must-read." -Adam Grant, Wharton professor and New York Times best-selling author of Give and Take and Originals

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.

HMH hardcover, 2016, 978-0-544-63449-7 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.

Other Books

Happier?, Happier? provides the first history of the origins, development, and impact of the shift in how Americans - and now many around the world - consider the human condition.

This change, which came about from the fusing of beliefs and knowledge from Eastern spiritual traditions, behavioral economics, neuroscience, evolutionary biology, and cognitive psychology, has been led by scholars and academic entrepreneurs, in play with forces such as neoliberalism and cultural conservatism, and a public eager for self-improvement. Ultimately, the book illuminates how positive psychology, one of the most influential academic fields of the late twentieth and early twenty-first centuries, infused American culture with captivating promises for a happier society. [Source : éditeur].

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