

<<语言的突破>>

图书基本信息

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内容概要

《语言的突破》一书影响了千千万万人的说话方式。

在卡耐基的一生中，林肯的影响非常重要。

卡耐基的童年与林肯非常相似，他把林肯的奋斗历程看做是人生的经典。

在卡耐基课程中，他多次提到林肯的故事，仿佛林肯就是他的一面镜子。

我们从卡耐基对林肯人生的描写中，能够感受到卡耐基对林肯的崇拜之情，能够看到卡耐基理解林肯的独特视角。

本书采用英文原版为大家呈现这一精彩著作，相信大家能从原汁原味的英文中感受到更加深刻的内容

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3 Speaking Effectively the Quick and Easy Way I SELDOM WATCH television in the daytime. But a friend recently asked me to listen to an afternoon show that was directed primarily to housewives. It enjoyed a very high rating, and my friend wanted me to listen because he thought the audience participation part of the show would interest me. It certainly did. I watched it several times, fascinated by the way the master of ceremonies succeeded in getting people in the audience to make talks in a way that caught and held my attention. These people were obviously not professional speakers. They had never been trained in the art of communication. Some of them used poor grammar and mispronounced words. But all of them were interesting. When they started to talk they seemed to lose all fear of being on camera and they held the attention of the audience. Why was this ?

I know the answer because I have been employing the techniques used in this program for many years. These people, plain, ordinary men and women, were holding the attention of viewers all over the country; they were talking about themselves.

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