

《沟通的艺术》

图书基本信息

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内容概要

《沟通的艺术(中文导读英文版)》是美国著名成人教育家、心理学家和人际关系学家戴尔·卡耐基的代表作之一，也是20世纪最有影响的励志经典。《沟通的艺术(中文导读英文版)》的内容为卡耐基演讲思想的精髓，除了向读者传授一些演讲与说话的技巧外，《沟通的艺术(中文导读英文版)》还重点讲述了如何建立自信来提高自己的表达能力，如何通过有效的演讲扩大自己的影响力等内容。该书自出版以来，一直畅销至今，被译成世界上几十种语言，成为亿万读者终生受益的励志经典。无论作为语言学习的课本，还是作为通俗的励志读本，《沟通的艺术(中文导读英文版)》对当代中国的读者，特别是青少年都将产生积极的影响。为了使读者能够了解图书内容概况，进而提高阅读速度和阅读水平，在每章的开始部分增加了中文导读。

书籍目录

第一部分 有效沟通的基本技巧

第一章 获得演讲的基本技能

第二章 增进信心

第三章 有效演讲的便捷方法

第二部分 演讲、演讲者和听众

第一章 争取演讲的权力

第二章 使演讲充满活力

第三章 与听众分享演讲

第三部分 有备演讲与即兴演讲的目的

第一章 以简短的演讲来激励听众采取行动

第二章 告知式演讲

第三章 说服性演讲

第四章 即兴演讲

第四部分 沟通的艺术

第一章 发表演讲

第五部分 有效演讲的挑战

第一章 介绍演讲者、颁奖和领奖

第二章 组织好长篇演讲

第三章 善用学会的技巧

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章节摘录

One of them had been so conservative that he had bought shirts at the different stores in town , and made charts showing which ones laundered best , wore longest , and gave the most service per dollar invested. His mind was always on pennies; yet , when he was graduated-it was an engineering college- he had such a high opinion of his own importance that he was not willing to begin at the bottom and work his way up , as the other graduates were doing. Even when the third annual reunion of the class came , he was still making laundry charts of his shirts , while waiting for some extraordinarily good thing to come his way. It never came. A quarter of a century has passed since then , and this man , dissatisfied and soured on life , still holds a minor position.

The speaker then contrasted with this failure the story of one of his classmates who had surpassed all expectations. This particular chap was a good mixer. Everyone liked him. Although he was ambitious to do big things later , he started as a draftsman. But he was always on the look-out for opportunity. Plans were then being made for the New York World's Fair. He knew engineering talent would be needed there , so he resigned from his position in Philadelphia and moved to New York. There he formed a partnership and engaged immediately in the contracting business. They did considerable work for the telephone company , and this man was finally taken over by that concern at a large salary.

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精彩短评

1、这本书还不错，装帧比较好，纸质中等。

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