



The Quick and Easy Way to Effective Speaking (Dale Carnegie)

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In The Quick and Easy way to Effective speaking, Dale Carnegie proves that anyone with the desire, motivation and willingness to practice can become a powerful speaker. Carnegie lays the groundwork by providing tips on how to conquer the main barrier to effective speaking-fear, including examples and visualization techniques. From here, he goes on to explain how to approach every step in the preparation of a successful speech, from structure and theme to style and delivery. He also demonstrates how to gain an audience's commitment with a "call-to-action." The key secret to Dale Carnegie's technique and the underpinning theme of this book is the importance of personal enthusiasm, interest in the subject, and the desire to have an audience share our excitement about the subject. He shows us by example how to make the audience a "partner to the talk" by identifying their expectations, speaking to their needs, and using our own background and experiences to connect with them. The Quick and Easy Way to Effective Speaking also gives us the nuts and bolts. Carnegie makes us aware of the importance of using concrete, familiar words to create vivid pictures to capture audience attention and drive our point home. He shows us how to get attention through audience participation, clarity through structure, and drama with exhibits, visual aids and props.

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