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# TED Talks: The Official TED Guide to Public Speaking

*Chris Anderson*

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# TED Talks: The Official TED Guide to Public Speaking

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**TED Talks: The Official TED Guide to Public Speaking** Chris Anderson
**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, spreading knowledge, and promoting a shared dream. Done right, a talk can electrify a room and transform an audience's worldview. Done right, a talk is 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. The goal is for you to give the talk that only *you* can give. But don't be intimidated. You may find it more natural than you think.

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, Bill Gates, Elizabeth Gilbert, Salman Khan, Dan Gilbert, Mary Roach, Matt Ridley, 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.

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