



# TED Talks: The Official TED Guide to Public Speaking

By Chris Anderson

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*A New York Times Bestseller*

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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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