

<<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。

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书籍目录

第一部分 有效沟通的基本技巧

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第二章 增进信心

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第二部分 演讲、演讲者和听众

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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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