

<<语言的突破>>

图书基本信息

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内容概要

《语言的突破（英文权威版）》是卡耐基最早的作品之一。它出版后，在人类出版史上创造了一个奇迹；10年之内就发行了2000多万册，远远超过同期《圣经》的发行量，而且被译成了几十种文字，成为世界上最受推崇的“语言教科书”。它促使人们努力向前，并向自我挑战，激发了人们追求人生理想、实现自我价值的坚定信念。无论从事何种工作的人，如果能按照本书介绍的基本方法去做，都能获得意想不到的收益。

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章节摘录

I trained a number of men in the New York City Chapter of the American Institute of Banking to speak during a thrift campaign. One of the men in particular wasn't getting across to his audience. The first step in helping that man was to fire up his mind and heart with zeal for his subject. I told him to go off by himself and to think over this subject until he became enthusiastic about it. I asked him to remember that the Probate Court Records in New York show that more than 85 per cent of the people leave nothing at all at death; that only 3.3 per cent leave \$10,000 or over. He was to keep constantly in mind that he was not asking people to do him a favor or something that they could not afford to do. He was to say to himself: "I am preparing these people to have meat and bread and clothes and comfort in their old age, and to leave their wives and children secure." He had to remember he was going out to perform a great social service. In short, he had to be a crusader. He thought over these facts. He burned them into his mind. He aroused his own interest, stirred his own enthusiasm, and came to feel that he, indeed, had a mission. Then, when he went out to talk, there was a ring to his words that carried conviction. He sold his listeners on the benefits of thrift because he had an eager desire to help people. He was no longer just a speaker armed with facts; he was a missionary seeking converts to a worthwhile cause. At one time in my teaching career I relied considerably on the textbook rules of public speaking. In doing this I was merely reflecting some of the bad habits that had been instilled into me by teachers who had not broken away from the stilted mechanics of elocution. I shall never forget my first lesson in speaking. I was taught to let my arm hang loosely at my side, with the palm turned to the rear, fingers half-closed and thumb touching my leg. I was drilled to bring the arm up in a picturesque curve, to give the wrist a classical turn, and then to unfold the forefinger first, the second finger next, and the little finger last. When the whole aesthetic and ornamental movement had been executed, the arm was to retrace the course of the curve and rest again by the side of the leg. The whole performance was wooden and affected. There was nothing sensible or honest about it. My instructor made no attempt to get me to put my own individuality into my speaking; no attempt to have me speak like a normal, living human being conversing in an energetic manner with my audience. Contrast this mechanistic approach to speech training with the three primary rules I have been discussing in this chapter. They are the basis of my entire approach to training in effective speaking. You will come across them again and again in this book. In the next three chapters each of these rules will be explained in detail.

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