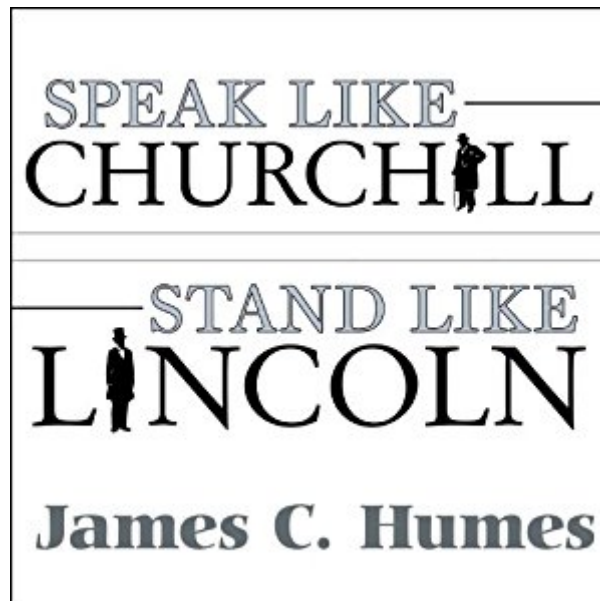


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# Speak Like Churchill, Stand Like Lincoln: 21 Powerful Secrets Of History's Greatest Speakers



## Synopsis

Ever wish you could captivate your boardroom with the opening line of your presentation, like Winston Churchill in his most memorable speeches? Or want to command attention by looming larger than life before your audience, much like Abraham Lincoln when, standing erect and wearing a top hat, he towered over seven feet? Now, you can master presentation skills, wow your audience, and shoot up the corporate ladder by unlocking the secrets of history's greatest speakers. Author, historian, and world-renowned speaker James C. Humes - who wrote speeches for five American presidents - explains how great leaders through the ages used simple yet incredibly effective tricks to speak, persuade, and win throngs of fans and followers. In this book, you'll discover how Napoleon Bonaparte mastered the use of the pregnant pause to grab attention, how Lady Margaret Thatcher punctuated her most serious speeches with the use of subtle props, how Ronald Reagan could win even the most hostile crowd with carefully timed wit, and much, much more. Whether you're addressing a small nation or a large staff meeting, you'll want to master the tips and tricks in *Speak Like Churchill, Stand Like Lincoln*.

## Book Information

Audible Audio Edition

Listening Length: 6 hours and 31 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Tantor Audio

Audible.com Release Date: August 1, 2011

Whispersync for Voice: Ready

Language: English

ASIN: B005FDC78K

Best Sellers Rank: #83 in Books > Audible Audiobooks > Nonfiction > Language Arts &

Disciplines #83 in Books > Reference > Words, Language & Grammar > Public Speaking #179

in Books > Audible Audiobooks > Nonfiction > Reference

## Customer Reviews

I expected a lot from this book and was still pleasantly surprised. James C. Humes is a very experienced speechwriter and speaker that takes the time to tell you some great secrets of public speaking. The book goes through every aspect of speaking from opening to closing and beyond. Each section has many great ideas to take from it. There was no chapter that I did not walk away

from saying, "That was a great idea!" When he makes a recommendation, he backs it up with supporting facts and real stories that illustrate the point. The book is also easy to read. The writing style is easy to read and is interesting. Humes seamlessly ties in stories from the great speakers of history to demonstrate his ideas. Many of the stories are humorous, but all are good. Humes is also very clear in his recommendations, which leaves little confusion on the reader's part. I would recommend this to anyone interested in public speaking.

Each chapter of the book is divided into chapters that start with the word power. It's a power pause, or a power word. Excuse the overuse of the word, but the thoughts are very powerful for anyone wishing to improve their public speaking skills, writing skills, and presentation skills. Brevity, the use of a quote, silence, eye-contact, the use of a meaningful statistic, humor, lessons, and more; nearly everything one needs to learn about the power of words is in this book. One would think that a book like this is a guaranteed nighttime-read, one that is sure to induce sleep. On the contrary, this book has several interesting tidbits, historical facts, and quotes that are meaningful and entertaining. This book is a tool; it is a great read that should be in public speaking classes across the nation.

This is an excellent book for speakers of any level who wish to make small yet noticeable improvements to their speaking performance. Churchill and Lincoln both mastered the skills necessary to be great speakers. The greatest secret that I took from this book is the power of the ..... PAUSE. To stand in front of a group of people saying nothing, with poise and confidence, is a skill that truly separates great speakers from the rest. I would recommend this book without hesitation.

I had read the author's another book "The wit and wisdom of Winston Churchill". I expected this to be something very similar to that. I had been absolutely wrong. This book is dedicated to the enhancement of a speaker's ability to deliver a quality speech. It is eloquently written and well organized with elaboration of distinctive secrets or fundamental elements employed by great speakers (please refer to the content page here for a quick grasp). I am sure that if I had read it years earlier, I would have saved myself from having spoken "dully" or even "foolishly" in various occasions, despite my hindsight. In short, a must read for anyone who wants to speak, impress and lead. Below please find some of my favorite passages for your reference. Hope you like them. Blair delivers a gravity defying performance of style over substance...a slick talk of accomplishments, not solid accomplishment itself. pg ix Churchill once explained that praise in the

beginning of a talk sounds like flattery, whereas the same praise wedged in the middle of the talk comes off as sincerity. pg 10 Churchill once said that a speech is like a symphony. It may have three movements but must have one dominant melody. pg 29 Oh Lord. We thank you for giving us minds and mouths. Please help us keep the two of them connected. pg 30 Good communication spells the difference between a leader and a manager. pg 45 JFK: "Our task is not to fix the blame for the past, but to fix the course for the future". Louis Pasteur: "Do not promote what you can't explain, simplify and prove early". Pg 51 Churchill would argue that an article should be written for the eye, but a speech for the ear. pg 116 For a strong ending, said Churchill, you have to appeal to the emotions - pride, hope, love, and occasionally, fear. pg 177 An unconditional display of courage can send an unusually strong message. pg 199

I would title this book, "The language of leadership". It's content is excellent and well organized. It teaches ways to speak and act like a leader and therefore command such authority through the power of the spoken word. The chapter titles all begin with "Power", but the author practices what he preaches by getting across the information in a well organized and easy to get through manner. If you look at the highlights in each chapter and skim through, you get the jist of information, hence making it easy to comprehend in a day. Every chapter has its content and then real life examples from the author's experience. The examples are both historic and contemporary, very useful, convincing & often interesting, although occasionally unnecessary to get the message across. The criticisms I've seen of this book are that it is patronizing or too long winded or redundant. I don't find any of these things to be true. I however admit, that instead of reading the book cover to cover and sentence by sentence, I read it as any executive would read a proposal or document - skim to get the highlights and then go back in for more detailed reference when needed. I got a great deal out of the book this way. I purchased the book for a Dean of a Business school and a high power executive. While skimming through it, I found myself quite absorbed. Since then, I've found myself continually thinking back to what I read there and I ended up buying myself a copy for reference and one as a gift for the CEO of my company as well. Makes a great gift for a Type A executive or anyone in a position of leadership of any kind. This isn't just a public speaking book, and it's not about overcoming shyness or a "Toastmasters" type thing. It's about how to make what you say be powerful and effective.

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