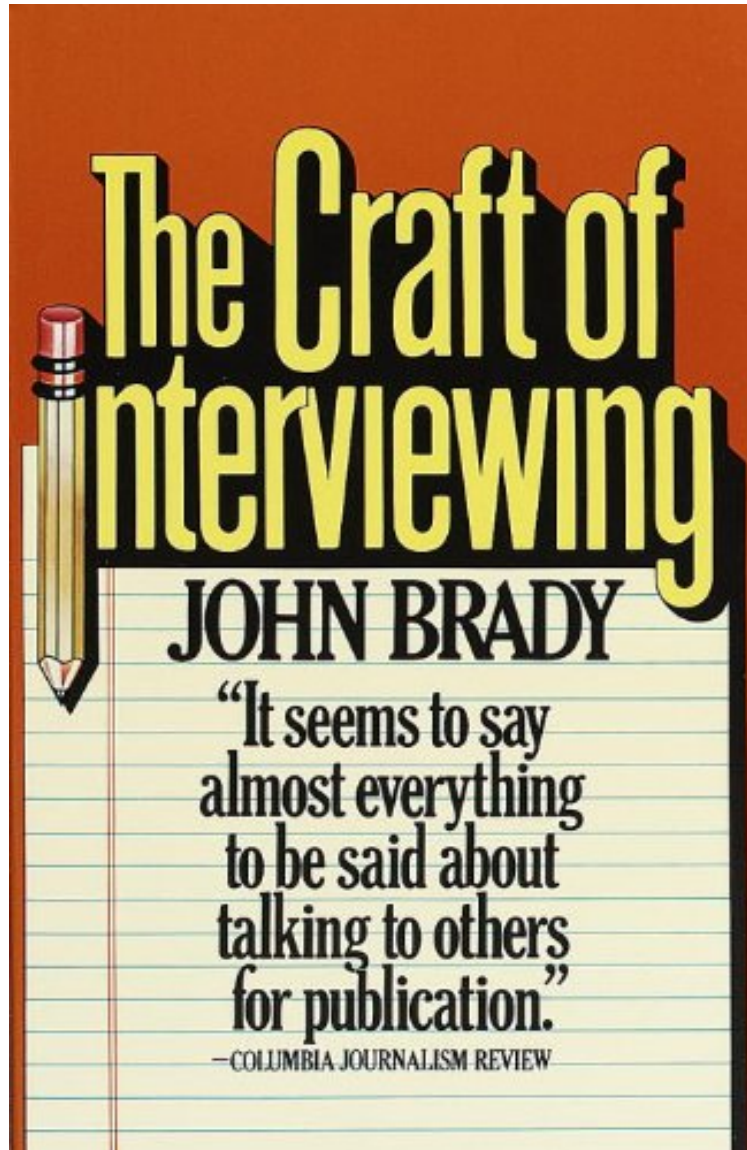


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## The Craft of Interviewing

*John Brady*

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**John Brady : The Craft of Interviewing** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Craft of Interviewing:

14 of 17 people found the following review helpful. Not a Cookbook, but a Guide for ThinkersBy JoelSome people seem to be looking for just one way to conduct an interview: John Brady describes several. If you are looking for something like a cookbook where the specific questions you should ask and in what order are listed, you won't like this book. If you are looking to develop your own interview style and want to pick and choose from a variety of methods, then you will find Brady's book an excellent source of information. Brady covers everything from getting

appointments to research to notetaking to tape recorders to knowing when the interview is over. He shows how different people handle interviews over the phone or by letter. When you finish this book, the choice of what questions to ask and how you should go about the interview remain up to you, but Brady's book will have given you a solid base. Just about the only topic that is uncovered (due to the date of the book) is how to conduct an interview by Internet Chat. But a smart reader can easily adapt Brady's ideas to that situation.

1 of 1 people found the following review helpful. Timeless advice on interviewing

By maelje This is one of those books that, like Strunk and White's "The Elements of Style," should never be out of vogue. Brady's tips on interviewing and his discussion, too, of what does NOT work, are essential for journalists but also anyone who wants to succeed in the business world -- or in any job requiring "people skills." Good interviewers are good listeners. I was in the journalism field for nearly three decades and kept going back to this book for refreshers. I still find it useful in my current job; in fact, I just bought my third copy.

3 of 4 people found the following review helpful. You get more than you asked for but just what you need

By David Block John Brady has written a helluva book. You think it's just about "interviewing": well, it is that, but so much more. You get elements of a fascinating autobiography. You get vignettes about some of the most important folks of the last century as object lessons about interviewing as an art. You get insights into the lives of those people who have devoted themselves to presenting, in a sensitive and coherent way, the real words of real people at moments of heightened passion (William Wordsworth: take note!). And you get a sometimes mellifluous and always piquant bit of writing. "The importance of being sternest"?! Just too good. Read this and then try to get some flavor out of what passes for the low-sodium instant dribble of most modern journalists. "How does it feel to win/lose the you-name-it...?" "Just great/awesome/awful... I'd like to thank...." May as well talk to a bladder just after it empties. We get what we deserve, unfortunately, in spite of people like John Brady. Don't read it to learn how to interview - although you will learn. Read it because you have to learn how to talk to other members of your species.

John Brady, editor of *Writer's Digest* and himself an accomplished interviewer, has put together an indispensable guide to the art of questioning. In a lively, down-to-earth manner, "The Craft of Interviewing" covers all aspects of the interview process -- getting the interview, doing research, handling the subject face-to-face, hurdling hazards, getting tough, taking notes (on the sly, if need be), taping, dealing with off-the-record types, concluding the interview, verifying it, and writing it up. Brady has also filled the book with a myriad of anecdotes revealing the experiences of some of the best known interviewers of our times. A noteworthy appendix on the history of the interview is included. From the Trade Paperback edition.