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it visually. When you glimpse a cluttered and confusing slide, you'll recognize immediately how to troubleshoot and clean it up.

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slide:ology fills that void. Written by Nancy Duarte, President and CEO of Duarte Design, the firm that created the presentation for Al Gore's Oscar-winning film, An Inconvenient Truth, this book is full of practical approaches to visual story development that can be applied by

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slide:ology is designed as a reasonably comprehensive how-to guide on creating compelling visual material for presentations, promotional materials, and stories. The book is an easy read and visually very appealing. With a list price of \$34.99, I found the book to be a very affordable introduction to

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Slide:ology is a fun and insightful
workshop! Engaging instructors with
practical examples that provide
context and easy to follow tools to
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design skills. Highly recommend this course! Pamela Folkerts Head of Events, Americas, Bloomberg LP

Slide:ology™ Virtual Workshop -
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Millions of presentations and billions

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of slides have been produced -- and most of them miss the mark. slide:ology will challenge your traditional approach to creating slides by teaching you how to be a visual thinker. And it will help your career by creating momentum for your cause.

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presentationIts Strategy, because you had to have a concept of what information was to be included in order for you to make sense...And lastly, its Decision Science, because with out the right data & amp ...

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Slide:ology is a combination of the words slide (as in PowerPoint slide) and ideology, which is an apt description for the book.

Amazon.com: slide:ology: The Art and

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Science of Creating ...

82 slide:ology The October 2007 Fast Company ' s letter from the edi-tor featured an intriguing chart depicting how design contributes to the bottom line. The Design Council com-pared a portfolio of 63 design-driven British companies and how they beat the

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broader market: The Value of Design
To quote the letter, “ Studies have shown that design-oriented firms in all kinds of industries ...

THE ART AND SCIENCE OF CREATING
GREAT PRESENTATIONS

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Media

Slide:ology should come bundled with every copy of PowerPoint or Keynote ever sold from now on. I received a draft copy about three months ago

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that blew me away — the final product is even better than I expected. I just got my copy over the weekend. At 274 pages, the book is meaty without being bloated.

Presentation Zen: Slide:ology: My

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favorite presentation ...

slide:ology Summary. slide:ology: The Art and Science of Presentation Design by Nancy Duarte. Over the last fifteen years, professional communications have changed drastically. Presentations are the primary way we communicate. There

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is a proliferation of presentation software in the workplace, but there are no documented best-practices for how to communicate optimally in this ubiquitous medium ...

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Presentation software is one of the

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few tools that requires professionals to think visually on an almost daily basis. But unlike verbal skills, effective visual expression is not easy, natural, or actively taught in schools or business training programs. slide:ology fills that void.

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slide:ology by Duarte, Nancy (ebook) - eBooks.com

Slide:ology. Share. Keyboard Shortcuts ; Preview This Course. Course Overview; Transcript; View Offline (Music playing.) Nancy Duarte: The commitment to write a book was

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huge, but I didn't know how huge it was. I was starting to see little quips of young people say things like, we are going to start a presentation revolution. We are not going to do slides the way my mom does slides, and stuff ...

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Presents practical approaches for developing an effective presentation, covering such topics as creating diagrams, displaying data, arranging elements, creating movement, and interacting with slides.

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No matter where you are on the organizational ladder, the odds are high that you've delivered a high-stakes presentation to your peers, your boss, your customers, or the general public. Presentation software is one of the few tools that requires

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professionals to think visually on an almost daily basis. But unlike verbal skills, effective visual expression is not easy, natural, or actively taught in schools or business training programs. slide:ology fills that void. Written by Nancy Duarte, President and CEO of Duarte Design, the firm

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that created the presentation for Al Gore's Oscar-winning film, An Inconvenient Truth, this book is full of practical approaches to visual story development that can be applied by anyone. The book combines conceptual thinking and inspirational design, with insightful case studies

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from the world's leading brands. With slide:ology you'll learn to: Connect with specific audiences Turn ideas into informative graphics Use sketching and diagramming techniques effectively Create graphics that enable audiences to process information easily Develop truly

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influential presentations Utilize presentation technology to your advantage Millions of presentations and billions of slides have been produced -- and most of them miss the mark. slide:ology will challenge your traditional approach to creating slides by teaching you how to be a visual

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thinker. And it will help your career by creating momentum for your cause.

Reveals the underlying story form of all great presentations that will not only create impact, but will move people to action Presentations are

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meant to inform, inspire, and persuade audiences. So why then do so many audiences leave feeling like they've wasted their time? All too often, presentations don't resonate with the audience and move them to transformative action. Just as the author's first book helped presenters

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become visual communicators, Resonate helps you make a strong connection with your audience and lead them to purposeful action. The author's approach is simple: building a presentation today is a bit like writing a documentary. Using this approach, you'll convey your content with

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passion, persuasion, and impact. Author has a proven track record, including having created the slides in Al Gore's Oscar-winning An Inconvenient Truth Focuses on content development methodologies that are not only fundamental but will move people to action Upends the

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usual paradigm by making the audience the hero and the presenter the mentor Shows how to use story techniques of conflict and resolution Presentations don't have to be boring ordeals. You can make them fun, exciting, and full of meaning. Leave your audiences energized and ready

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to take action with Resonate.

FOREWORD BY GUY KAWASAKI

Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and

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delivery on the Net —
presentationzen.com — shares his
experience in a provocative mix of
illumination, inspiration, education,
and guidance that will change the way
you think about making presentations
with PowerPoint or Keynote.
Presentation Zen challenges the

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conventional wisdom of making "slide presentations" in today ' s world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields

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of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

'Illuminate' demonstrates how, though the power of persuasive

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communication, one can turn an idea into a movement, as compared with the likes of Steve Jobs, Dr. Martin Luther King, Jr., Starbucks, IBM, and more.

Discusses how readers can make persuasive presentations that inspire

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action, engage the audience, and sell ideas.

Readers will learn to understand the story behind the data and how to influence the people with a DataStory.

In his internationally acclaimed, best-

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selling book Presentation Zen: Simple Ideas on Presentation Design and Delivery, presentation master Garr Reynolds gave readers the framework for planning, putting together, and delivering successful presentations. Now, he takes us further into the design realm and shows how we can

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apply time-honored design principles to presentation layouts. Throughout Presentation Zen Design, Garr shares his lessons on designing effective presentations that contain text, graphs, color, images, and video. After establishing guidelines for each of the various elements, he explains how to

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achieve an overall harmony and balance using the tenets of Zen simplicity. Not only will you discover how to design your slides for more professional-looking presentations, you ' ll learn to communicate more clearly and will accomplish the goal of making a stronger, more lasting

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connection with your audience.

Best-selling author and popular speaker Garr Reynolds is back in this newly revised edition of his classic, best-selling book, *Presentation Zen*, in which he showed readers there is a better way to reach the audience

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through simplicity and storytelling, and gave them the tools to confidently design and deliver successful presentations. In this new edition, Garr gives his readers new, fresh examples to draw inspiration from, with a whole new chapter for those who present on more technical and

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educational topics based on techniques used by many presenters who give high-level talks at TED and other powerhouse events. Whether the reader is in research, technology, business, or education—this book will show them how to take what could look like a really dry presentation and

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reinvigorate the material in totally fresh (and sometimes interactive!) ways that will make it memorable and resonate with the audience. Staying true to the mission of the first), Garr combines solid principles of design with the tenets of Zen simplicity to help readers along the path to

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simpler, more effective presentations that will be appreciated, remembered, and best of all, acted upon.

A guide to using Microsoft PowerPoint describes how to use stories to create effective business presentations.

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