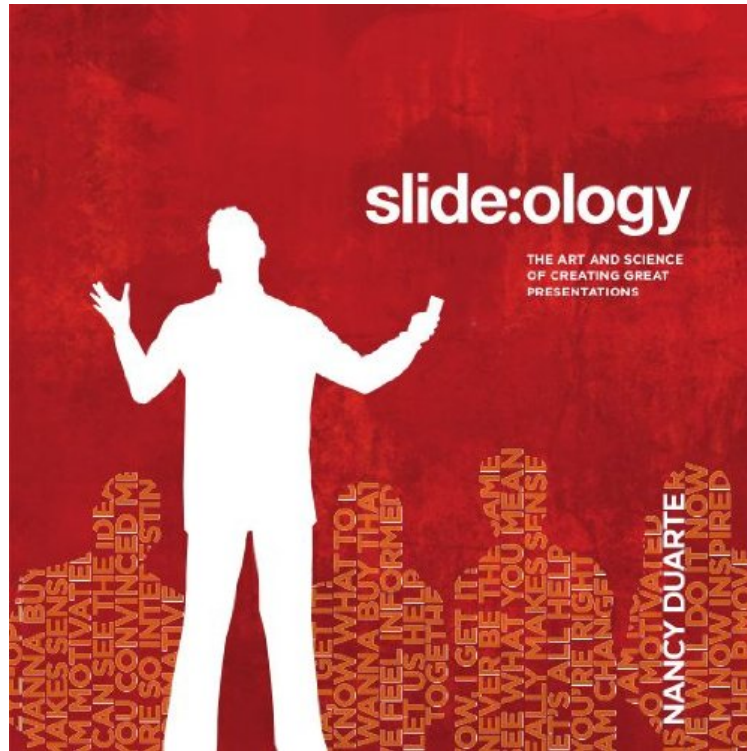


(Free download) slide:ology

slide:ology

Nancy Duarte

audiobook / *ebooks / Download PDF / ePub / DOC



DOWNLOAD



READ ONLINE

#107276 in eBooks 2011-12-20 2011-12-20 File Name: B006QNDDHW | File size: 35.Mb

Nancy Duarte : slide:ology before purchasing it in order to gauge whether or not it would be worth my time, and all praised slide:ology:

6 of 6 people found the following review helpful. Slide:ology - A MUST HAVE title! By Fredric Retzko If you've ever watched a power point presentation and thought: Geez, why does this suck so much? or if you've ever created your own powerpoint presentation just to watch the audience doze off in front of you, you have GOT TO buy this book! This isn't a how-to book of powerpoint creation, so don't expect to learn how to master Microsoft Powerpoint. It does teach you how to build a presentation that is compelling, appealing, emotional and powerful. It shows you how to make the powerpoint accompany YOUR message rather than make you a replaceable reader of the powerpoint being displayed. If you do powerpoint presentations on regular basis, make the small investment of money and a larger investment of time to read, absorb and implement the tools that this book gives you. I've already recommended the book to all of my colleagues and am buying a copy for each member of my team! 2 of 2 people found the following review helpful. Some interesting ideas By Jason Lawley There were some interesting ideas here. I liked the different visual elements in the first part of the book. Targeted towards important presentations, not day to day presentations. 8 of 8 people found the following review helpful. A Better Way of Approaching Presentations... By Michael G. Daigneault PowerPoint is utilized so poorly so often. Slide:ology (in the spirit of Garr Reynolds wonderful books "Presentation Zen" and his more recent "Presentation Zen Design") helps provide a much more sophisticated and effective framework for how and when to use PowerPoint to its maximum potential. Not for the casual PowerPoint user, it suggests the truly symbiotic relationship between form and content. It also suggests a critical focus on ideas and

genuine persuasion - not just bullet points and information exchange. It allows you to develop your presentations with a whole new frame of mind and purpose. I enthusiastically recommend Nancy Duarte's approach and sage advice.

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