

Slide Ology

Look out for Daniel Pink's new book, *When: The Scientific Secrets of Perfect Timing* From Daniel H. Pink, the #1 bestselling author of *Drive* and *To Sell Is Human*, comes an illustrated guide to landing your first job in *The Adventures of Johnny Bunko: The Last Career Guide You'll Ever Need*. There's never been a career guide like *The Adventures of Johnny Bunko* by Daniel H. Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*). Told in manga—the Japanese comic book format that's an international sensation—it's the fully illustrated story of a young Everyman just out of college who lands his first job. Johnny Bunko is new to the Boggs Corp., and he stumbles through his early months as a working stiff until a crisis prompts him to rethink his approach. Step by step he builds a career, illustrating as he does the six core lessons of finding, keeping, and flourishing in satisfying work. A groundbreaking guide to surviving and flourishing in any career, *The Adventures of Johnny Bunko* is smart, engaging and insightful, and offers practical advice for anyone looking for a life of rewarding work.

Written by a professional, *Driving on the Edge* covers the basic skills and reveals the latest advanced techniques for driving a racing car on the limit. Essential reading for beginner and experienced driver alike, it will also interest race team engineers and car enthusiasts who want to peek behind the scenes to learn more about the challenging world of the racing driver.

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.

You use PowerPoint at work to create strategic plans, executive briefings, research reports and other boardroom-style slides. But could your slides be clearer, more convincing and built in half the time? You bet! Learn a new method for business managers who want to use PowerPoint at work to drive strategy. *The Mindworks Presentation Method* is based on 40 years of research in brain science, instructional design and information design and will help you to eliminate time wasters and complete PowerPoint decks three times faster, to enhance your credibility by creating visually pleasing slides using simple graphic design rules, to make complex slides easier to understand and avoid "Death by PowerPoint" forever, to make audiences more likely to agree with you by applying the proven principles of master persuaders.

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

A powerful call to step into your full potential that biblically affirms the need for women to rise up and work together to make a better world. "Jo is one of my most trusted voices in Christian leadership. . . . She leads auditoriums full of people, and she leads me one-on-one."—Jen Hatmaker Have you ever questioned the roles you find yourself in, wondering if you were made for more but unsure of the rocky path before you? Have you had a clear vision for your life, but along the way, insecurity and fear weighted your dreams and silenced the voice within you? You're not alone. Many amazing women like you have experienced the same struggles. Whether you're moving into leadership, discovering your calling, fighting for change, or doing all three, leadership coach and speaker Jo Saxton affirms that God designed women for influence and impact. But are you living up to your full potential? *Ready to Rise* tackles the real-life issues—from harassment and sexism to self-doubt and loneliness—that can discourage and derail women from leading in the areas God has called them to. With insights from her own journey and powerful biblical examples, Jo offers practical advice to empower and equip women to transform their communities. If you've ever longed to uncover your true potential, own your voice, and boldly advance God's goodness in the world, now is the time to start. Get ready to rise!

Make presentations a competitive advantage for you and your business. Too many business presentations are a waste of everybody's time, failing to communicate and succeeding only in boring their audiences. *Business Presentation Revolution* overturns the conventional wisdom, offering aspiring leaders a proven method for preparing and delivering powerful presentations, online, on stage, or in the boardroom. Based on years of experience with thousands of high-stakes presentations, this book gives you: - Five vital revolutions that will change how you approach presentations - Five key success factors for effective presentations - A simple end-to-end method, from blank page to delighted audience - Powerful techniques for brainstorming and storytelling - Pro tips for high-impact slides and successful speaking

All New 10th Edition of the WSJ bestseller! Featuring 10 Bold new Trend Predictions Winner of 9 International Book Awards Introducing the highly awaited tenth edition of *The Wall Street Journal* bestseller and trend report featuring ten bold new megatrend predictions that will shape our world in the coming decade. What if you could predict the trends that will change your business? For the past ten years, Rohit Bhargava's signature annual *Non-Obvious Trend Report* has helped over a million readers discover more than 100 trends changing our culture. Now for the first time, Rohit and his team of *Non-Obvious* trend curators reveal ten revolutionary new Megatrends that are transforming how we work, play and live. -- How might the evolution of gender fluid toys change our culture? -- What can the popularity of handmade umbrellas and board games teach us about the future of business? -- Why do robot therapists and holographic celebrities actually demonstrate the importance of humanity? The answers to these questions may not be all that obvious, and that's exactly the point. This completely revised 10th Anniversary edition of *Non-Obvious* also offers an unprecedented look behind the scenes at the author's signature *Haystack Method* for identifying trends, and how you can learn to curate and predict trends for yourself. You don't need to be a futurist or innovator to learn to think like one. The key to growing your business or propelling your career into the next decade lies in better understanding the present. The future belongs to non-obvious thinkers and this book is your guide to becoming one. Winner: Eric Hoffer Business Book of the Year Winner: Axiom Award Silver Medal (Business Theory) Winner: INDIE Gold Medal (Business Business Book) Finalist: Leonard L. Berry Marketing Book Award Winner: IPPY Silver Medal (Best Business Book) Finalist: International Book Award (Best

Business Book) Official Selection: Gary's Book Club at CES Winner: Non-Fiction Book Award (Gold Medal) Winner: Pinnacle Best Business Book Award

Ever been to so many meetings that you couldn't get your work done? Ever fallen asleep during a bulletpoint presentation? Ever watched the news and ended up knowing less? Welcome to the land of Blah Blah Blah. The Problem: We talk so much that we don't think very well. Powerful as words are, we fool ourselves when we think our words alone can detect, describe, and defuse the multifaceted problems of today. They can't-and that's bad, because words have become our default thinking tool. The Solution: This book offers a way out of blah-blah-blah. It's called "Vivid Thinking." In Dan Roam's first acclaimed book, *The Back of the Napkin*, he taught readers how to solve problems and sell ideas by drawing simple pictures. Now he proves that Vivid Thinking is even more powerful. This technique combines our verbal and visual minds so that we can think and learn more quickly, teach and inspire our colleagues, and enjoy and share ideas in a whole new way. The Destination: No more blah-blah-blah. Through Vivid Thinking, we can make the most complicated subjects suddenly crystal clear. Whether trying to understand a Harvard Business School class, or what went down in the Conan versus Leno battle for late-night TV, or what Einstein thought about relativity, Vivid Thinking provides a way to clarify anything. Through dozens of guided examples, Roam proves that anyone can apply this systematic approach, from leftbrain types who hate to draw to right-brainers who hate to write. This isn't just a book about improving communications, presentations, and ideation; it's about removing the blah-blah-blah from your life for good.

In his first book 'Presentation Zen', Garr Reynolds gave readers the framework for planning, putting together, & delivering successful presentations. Now he's back to take readers further along this path & much deeper into the design realm, where he'll show how to apply time-honoured design principles to presentation layouts

A good visualization can communicate the nature and potential impact of ideas more powerfully than any other form of communication. For a long time, "dataviz" was left to specialists--data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. The Harvard Business Review Good Charts Collection brings together two popular books to help you become more sophisticated in understanding and using dataviz to communicate your ideas and advance your career. In *Good Charts*, dataviz maven and Harvard Business Review editor Scott Brinatto provides an essential guide to how visualization works and how to use this new language to impress and persuade. He lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. In *Good Charts Workbook*, Brinatto extends the usefulness of *Good Charts* by putting theory into practice. He leads readers step-by-step through several example datasets and basic charts, providing space to practice the Good Charts talk-sketch-prototype process for improving those charts. Examples include a "Discussion Key" showing how to approach the challenge and why. Each challenge focuses on a different, common visualization problem such as simplification, storytelling, creating conceptual charts, and many others. The Harvard Business Review Good Charts Collection is your go-to resource for turning plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas.

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

"A photographic collection exploring what the world eats featuring portraits of twenty-five families from twenty-one countries surrounded by a week's worth of food"--Provided by publisher.

Pretty ladybugs, fluttering butterflies, creepy daddy longlegs, and roly-poly bugs are some of the familiar creatures featured in this whimsically illustrated insect album. Complete with an "actual size" chart and bug-o-meter listing fun facts about each bug, *Bugs! Bugs! Bugs!* will inform and entertain curious little bug lovers everywhere.

Changing hearts is an important part of changing minds. Research shows that appealing to human emotion can help you make your case and build your authority as a leader. This book highlights that research and shows you how to act on it, presenting both comprehensive frameworks for developing influence and small, simple tactics you can use to convince others every day. This volume includes the work of: Nick Morgan Robert Cialdini Linda A. Hill Nancy Duarte This collection of articles includes "Understand the Four Components of Influence," by Nick Morgan; "Harnessing the Science of Persuasion," by Robert Cialdini; "Three Things Managers Should Be Doing Every Day," by Linda A. Hill and Kent Lineback; "Learning Charisma," by John Antonakis, Marika Fenley, and Sue Liechti; "To Win People Over, Speak to Their Wants and Needs," by Nancy Duarte; "Storytelling That Moves People," an interview with Robert McKee by Bronwyn Fryer; "The Surprising Persuasiveness of a Sticky Note," by Kevin Hogan; and "When to Sell with Facts and Figures, and When to Appeal to Emotions," by Michael D. Harris. How to be human at work. The HBR Emotional Intelligence Series features smart, essential reading on the human side of professional life from the pages of Harvard Business Review. Each book in the series offers proven research showing how our emotions impact our work lives, practical advice for managing difficult people and situations, and inspiring essays on what it means to tend to our emotional well-being at work. Uplifting and practical, these books describe the social skills that are critical for ambitious professionals to master.

Discusses how readers can make persuasive presentations that inspire action, engage the audience, and sell ideas.

MMS - an amazing substance that consists of three atoms - can eliminate a large number of pathogens. In this book a medical doctor addresses the subject of MMS for the first time.

Beyond Bullet Points, Fourth Edition "Throw away those room-emptying, left-brain slides--and use Atkinson's book to turn your PowerPoint presentation into an epic." --Daniel H. Pink, author of *Drive* and *A Whole New Mind* Think beyond bullet points--and amplify the impact of your message! Now in its fourth edition, this popular classic illuminates an innovative, step-by-step methodology designed to unlock the amazing visual story waiting to be released from your message. Communications expert Cliff Atkinson shows how to apply classic storytelling tenets and practical, research-based guidelines as you work with Microsoft PowerPoint--for memorable, meaningful, and persuasive visual stories. Change your approach--and transform your results! Find your story thread Create an emotional connection to increase your impact. Cut through the clutter Distill your message and get right to the point. Bring your story to life Storyboard your ideas, find your natural voice, and deliver a compelling presentation! Unlock the amazing story buried in your presentation--and forget boring, bullet-point-riddled slides forever! Guided by communications expert Cliff Atkinson, you'll walk you through an innovative, three-step methodology for increasing the impact of your presentation. Discover how to combine classic storytelling techniques with the power of visual media to create a rich,

engaging experience with your audience. Fully updated for PowerPoint 2010, and featuring compelling presentation examples from classroom to boardroom, this book will help transform your presentations—and your business impact!

Looking to increase clarity, creativity, and conversation? Photo Jolts! shows you how to leverage the power of photographs to improve yourself, your team, or your organization. Master trainer Thiagi and SMART as Hell.com founder Glenn Hughes share 51 activities (with over 300 variations) that are tested and proven to help participants think, talk, and take action. Written for trainers, teachers, coaches, managers, HR professionals designers and artists, Photo Jolts! provides step-by-step recipes for effective activities in the areas of problem-solving, team building, communication, emotional intelligence, design, creativity, sales/marketing, and global culture. Each of the 51 ready-to-play Photo Jolts! activities includes: - A short overview - Recommended topics for the activity. - Recommended number of participants and timing. - Advice for running each activity in a virtual setting. - A step-by-step script for the activity. - Recommended variations. - A sample of the activity. Photo Jolts! also includes: - A template for creating your own activities. - Advice for running each activity in a virtual setting. - A resource guide for buying or choosing your photographs. - Links to videos and downloadable worksheets. If you want to improve your thinking while having fun, get Photo Jolts!

Whether you are a university professor, researcher at a think tank, graduate student, or analyst at a private firm, chances are that at some point you have presented your work in front of an audience. Most of us approach this task by converting a written document into slides, but the result is often a text-heavy presentation saddled with bullet points, stock images, and graphs too complex for an audience to decipher—much less understand. Presenting is fundamentally different from writing, and with only a little more time, a little more effort, and a little more planning, you can communicate your work with force and clarity. Designed for presenters of scholarly or data-intensive content, Better Presentations details essential strategies for developing clear, sophisticated, and visually captivating presentations. Following three core principles—visualize, unify, and focus—Better Presentations describes how to visualize data effectively, find and use images appropriately, choose sensible fonts and colors, edit text for powerful delivery, and restructure a written argument for maximum engagement and persuasion. With a range of clear examples for what to do (and what not to do), the practical package offered in Better Presentations shares the best techniques to display work and the best tactics for winning over audiences. It pushes presenters past the frustration and intimidation of the process to more effective, memorable, and persuasive presentations.

Wie viele Präsentationen haben Sie in Ihrem Berufsleben bereits verfolgt? Und Hand aufs Herz: Wie viele davon haben einen bleibenden Eindruck bei Ihnen hinterlassen? Wirklich gute Präsentationen sind noch immer die Ausnahme, denn nur selten werden die Möglichkeiten dieses Mediums optimal genutzt. Wer sein Publikum nachhaltig überzeugen möchte, muss seine Ideen verdichten und in stimmige Bilder umsetzen. slide: ology setzt hier an und führt Sie in die Kunst des visuellen Erzählens ein. Die Autorin Nancy Duarte weiß, wovon sie spricht: Sie leitet Duarte Design, das Unternehmen, das unter anderem die Slide-Show in Al Gores Oscar-pramiertem Film Eine unbequeme Wahrheit entwickelt hat. In slide: ology gewährt sie tiefe Einblicke in ihr umfangreiches Wissen als Designerin. Anhand von Fallstudien bringt sie Ihnen darüber hinaus die Visualisierungsstrategien einiger der erfolgreichsten Unternehmen der Welt nahe. slide: ology zeigt Ihnen unter anderem, wie Sie: - Ihr Publikum gezielt ansprechen - Ihre Ideen auf den Punkt bringen und ein stimmiges Design entwickeln - Ihre Aussagen mit Farben, Bildern und prägnantem Text unterstützen - Grafiken erstellen, die Ihren Zuhörern das Verständnis erleichtern - Präsentationstechnologien optimal nutzen

Enhance learners' interest and understanding with visual design for instructional and information products No matter what medium you use to deliver content, if the visual design fails, the experience falls flat. Meaningful graphics and a compelling visual design supercharge instruction, training, and presentations, but this isn't easy to accomplish. Now you can conquer your design fears and knowledge gaps with Visual Design Solutions: a resource for learning professionals seeking to raise the bar on their graphics and visual design skills. This informal and friendly book guides you through the process and principles used by professional graphic designers. It also presents creative solutions and examples that you can start using right away. Anyone who envisions, designs, or creates instructional or informational graphics will benefit from the design strategies laid out in this comprehensive resource. Written by Connie Malamed, an art educator and instructional designer, this book will help you tap into your creativity, design with intention, and produce polished work. Whereas most graphic design books focus on logos, packaging, and brochures, Visual Design Solutions focuses on eLearning, presentations, and performance support. Visual Design Solutions includes practical guidelines for making smart design choices, ways to create professional-looking products, and principles for successful graphics that facilitate learning. Ideal for instructional designers, trainers, presenters, and professors who want to advance from haphazard to intentional design, this book will help them realize their design potential. Gain the knowledge and confidence to design impressive, effective visuals for learning Increase learner comprehension and retention with visual strategies offered by an expert author Serves as a reference and a resource, with a wealth of examples for inspiration and ideas Addresses an intimidating topic in an informal, friendly style In four parts, the book provides a thorough overview of the design process and design concepts; explores space, image, and typography; and presents workable solutions for your most persistent and puzzling design problems. Get started and begin creating captivating graphics for your learners.

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

In his internationally acclaimed, best-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 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 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 connection with your audience.

Wie viele Präsentationen haben Sie in Ihrem Berufsleben bereits verfolgt? Und Hand aufs Herz: Wie viele davon haben einen bleibenden Eindruck bei Ihnen hinterlassen? Wirklich gute Präsentationen sind noch immer die Ausnahme, denn nur selten werden die Möglichkeiten dieses Mediums optimal genutzt. Wer sein Publikum nachhaltig überzeugen möchte,

muss seine Ideen verdichten und in stimmige Bilder umsetzen. slide:ology setzt hier an und führt Sie in die Kunst des visuellen Erzählens ein. Die Autorin Nancy Duarte weiß, wovon sie spricht: Sie leitet Duarte Design, das Unternehmen, das unter anderem die Slide-Show in Al Gores Oscar-prämiertem Film Eine unbequeme Wahrheit entwickelt hat. In slide:ology gewährt sie tiefe Einblicke in ihr umfangreiches Wissen als Designerin. Anhand von Fallstudien bringt sie Ihnen darüber hinaus die Visualisierungsstrategien einiger der erfolgreichsten Unternehmen der Welt nahe. slide:ology zeigt Ihnen unter anderem, wie Sie: - Ihr Publikum gezielt ansprechen - Ihre Ideen auf den Punkt bringen und ein stimmiges Design entwickeln - Ihre Aussagen mit Farben, Bildern und prägnantem Text unterstützen - Grafiken erstellen, die Ihren Zuhörern das Verständnis erleichtern - Präsentationstechnologien optimal nutzen

How to become a trusted resource for consumers in a society of constant manipulation People decide who to trust, what advice to heed, and which individuals to forge personal or transactional relationships with based on a simple metric of believability. Success, in turn, comes from understanding one basic principle: how to be more trusted. Likeonomics offers a new vision of a world beyond Facebook where personal relationships, likeability, brutal honesty, extreme simplicity, and basic humanity are behind everything from multi-million dollar mergers to record-breaking product sales. There is a real ROI to likeability, and exactly how big it is will amaze you. Likeonomics provides real-world case studies of brands and individuals that have used these principles to become wildly successful, including: An iconic technology brand that awakened a revolution among their employees by standing for something bigger than their products A Portuguese singer who used YouTube to rack up more than 30 million views and launch her professional career. A regional team of financial advisors that went from being last in the nation among 176 branches to first, and stayed there for 13 of the next 15 years A tiny professional sports talent agent who achieved the impossible by landing the #1 drafted player in the NFL draft as a client through the power of relationships Author Rohit Bhargava is a founding member of the world's largest group of social media strategists at Ogilvy, where he has led marketing strategy for clients including Intel, Pepsi, Lenovo, Seiko, Unilever, and dozens of other large companies With Likeonomics as a guide, readers will get unconventional advice on how to stand out in a good way, avoid the hype and strategic traps of social media, and appeal to customers in a way that secures your company as a trusted and believable resource.

Sometimes when things get really bad, surgery is required. Bad Powerpoint* (and boring presentations) are everywhere! it appears that they have almost become the norm and very few people seem to want to talk about it. It doesn't have to be that way. Bad presentations are costly. They can cost money, jobs and reputations, don't let your slides ruin your pitch. In this funny, cut-to-the-chase and down-to-earth book professional speaker Lee Jackson will wean you, and your workplace off bad slides forever. He'll also teach you how good presentation slides can work for you and help you stand out from the crowd. Using these simple techniques we can kill death by bullet-point once and for all. JOIN THE FIGHT TODAY! (N.B. This book is a colour paperback and illustrated with full colour slides.) " Lee takes a clever and refreshing approach to presentation mastery. " Nancy Duarte – author of 'Slide:ology', 'Resonate' and principal of Duarte (creators of the slides/visuals for Academy Award-winning film, 'An Inconvenient Truth') " Powerpoint Surgery is an invaluable resource...and I highly recommend it... " Jeremy Waite – Head of Social Strategy, Adobe EMEA " Lee Jackson takes PowerPoint presentations from boring to brilliant. " Alan Stevens FPSA – Past President Global Speakers Federation and co-author of 'The Exceptional Speaker' " ...a masterclass of creating sublime slides & presentations, but be warned, you may never be able to sit through a presentation again without thinking of Lee Jackson! " Geoff Ramm – President 2013 Professional Speaking Association UK and Ireland " Jackson has got a bl***y nerve asking me to write a testimonial for his book. You see, I am a proudly militant Anti-PowerPoint Bigot, but somehow, he has turned the Indefensible into the Indispensable! " Graham Davies – best selling author of 'The Presentation Coach'

Dataviz—the new language of business A good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication. For a long time "dataviz" was left to specialists—data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. What's more, building good charts is quickly becoming a need-to-have skill for managers. If you're not doing it, other managers are, and they're getting noticed for it and getting credit for contributing to your company's success. In Good Charts, dataviz maven Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade. Dataviz today is where spreadsheets and word processors were in the early 1980s—on the cusp of changing how we work. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. This book is much more than a set of static rules for making visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create "feelings behind our eyes." Along the way, Berinato also includes many engaging vignettes of dataviz pros, illustrating the ideas in practice. Good Charts will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas.

'Illuminate' demonstrates how, though the power of persuasive 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.

The perfect gift for aspiring leaders: 16 volumes of HBR Guide. This 16-volume, specially priced boxed set makes a perfect gift for aspiring leaders looking for trusted advice on such diverse topics as data analytics, negotiating, business writing, and coaching. This set includes Persuasive Presentations, Better Business Writing, Finance Basics, Data Analytics, Building Your Business Case, Making Every Meeting Matter, Project Management, Emotional Intelligence, Getting the Right Work Done, Negotiating, Leading Teams, Coaching Employees, Performance Management, Delivering Effective Feedback, Dealing with Conflict, and Managing Up and Across. Arm yourself with the advice you need to

succeed on the job, from the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges Also available as an ebook set.

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

Presentation Patterns is the first book on presentations that categorizes and organizes the building blocks (or patterns) that you'll need to communicate effectively using presentation tools like Keynote and PowerPoint. Patterns are like the lower-level steps found inside recipes; they are the techniques you must master to be considered a master chef or master presenter. You can use the patterns in this book to construct your own recipes for different contexts, such as business meetings, technical demonstrations, scientific expositions, and keynotes, just to name a few. Although there are no such things as antirecipes, this book shows you lots of antipatterns—things you should avoid doing in presentations. Modern presentation tools often encourage ineffective presentation techniques, but this book shows you how to avoid them. Each pattern is introduced with a memorable name, a definition, and a brief explanation of motivation. Readers learn where the pattern applies, the consequences of applying it, and how to apply it. The authors also identify critical antipatterns: clichés, fallacies, and design mistakes that cause presentations to disappoint. These problems are easy to avoid—once you know how. Presentation Patterns will help you Plan what you'll say, who you'll say it to, how long you'll talk, and where you'll present Perfectly calibrate your presentation to your audience Use the storyteller's "narrative arc" to full advantage Strengthen your credibility—and avoid mistakes that hurt it Hone your message before you ever touch presentation software Incorporate visuals that support your message instead of hindering it Create highly effective "infodecks" that work when you're not able to deliver a talk in person Construct slides that really communicate and avoid "Ant Fonts," "Floodmarks," "Alienating Artifacts," and other errors Master 13 powerful techniques for delivering your presentation with power, authority, and clarity Whether you use this book as a handy reference or read it from start to finish, it will be a revelation: an entirely new language for systematically planning, creating, and delivering more powerful presentations. You'll quickly find it indispensable—no matter what you're presenting, who your audiences are, or what message you're driving home.

Presenting made easy with a step-by-step program If you have to present in front of a small or large group, this book will help you do so effectively and successfully. With a combination of practical tried-and-tested advice, and unique interactive exercises, "The Presenting Coach" has everything you need to talk in front of a crowd with confidence. Other books only tell you what to do, but "The Presenting Coach" accompanies you every step of the way with an engaging and interactive Workbook Method. This book will help you: Understand what you need to achieve Plan out your presentation Prepare brilliant visual aids and handouts Deliver your presentation with confidence Make an impact at work

When you're under pressure to produce a well designed, easy-to-navigate mobile app, there's no time to reinvent the wheel. This concise book provides a handy reference to 70 mobile app design patterns, illustrated by more than 400 screenshots from current iOS, Android, BlackBerry, WebOS, Windows Mobile, and Symbian apps. User experience professional Theresa Neil (Designing Web Interfaces) walks you through design patterns in 10 separate categories, including anti-patterns. Whether you're designing a simple iPhone application or one that's meant to work for every popular mobile OS on the market, these patterns provide solutions to common design challenges. This print edition is in full color. Pattern categories include: Navigation: get patterns for primary and secondary navigation Forms: break the industry-wide habits of bad form design Tables and lists: display only the most important information Search, sort, and filter: make these functions easy to use Tools: create the illusion of direct interaction Charts: learn best practices for basic chart design Invitations: invite users to get started and discover features Help: integrate help pages into a smaller form factor "It's a super handy catalog that I can flip to for ideas." —Bill Scott, Senior Director of Web Development at PayPal "Looks fantastic." —Erin Malone, Partner at Tangible UX "Just a quick thanks to express my sheer gratitude for this pub, it has been a guide for me reworking a design for an app already in production!" —Agatha June, UX designer Black & White edition This is the B&W edition of the book. All pictures inside will be in grayscale. "Reading this book changed my presentation style and my slides, both for the better - and I've been a professional speaker for over 30 years."~ Becki L. James How to Design TED-Worthy Presentation Slides is a short, practical and step-by-step guide to creating sexy slides. It is based on an extensive analysis of some of the best TED speakers, such as Brene Brown, Daniel Pink, Amy Cuddy, Larry Lessig, Seth Godin, Bill Gates and many, many more. LEARN HOW TO BREATHE LIFE INTO YOUR SLIDES, INSTEAD OF DRAINING IT OUT OF YOUR AUDIENCE By the end of this guide, you too will be able to create sexy presentation slides that keep your audiences mesmerized. More importantly, you will be able to design presentations that breathe life into your slides, instead of draining it out of your audience. Here's just a taste of what you'll learn inside the book:

- The most common mistake most presenters make – and how you can avoid it
- The one principle that will make you better than 90% of most speakers
- How to quickly create a presentation storyboard
- Bill Gates' trick for transforming his slides from dull to dashing
- The Seth Godin presentation formula
- The importance of contrast
- Locating and using sexy fonts
- Spicing up your presentations with video
- Displaying data without being dull
- Ensuring consistency between slides
- How to deliver a great TED talk (or any other speech or presentation)
- And much, much more...

"A must read...An essential tool for preparing effective, interesting and "sexy" presentations...a must read for any professional who wants to improve his communicational skills."~ Rosalinda Scalia "The lessons shared in this short book will go a long way to helping a person give better public presentations. The insights shared by Akash are like golden nuggets in a river full of info!"~ Alan Portugal "I have been teaching workshops at universities and Fortune 500 Campuses up and down the East Coast on building better presentations. Akash hits all the right notes in this book. A must read for anyone wanting to build powerful presentations."~ David Bishop "Excellent for those who want to really engage their audience. I incorporated many of the principles within and developed a more effective product presentation."~ Tom Tipps "Right on the mark. Just what I was looking for as a non-designer."~ Erik J. Zettelmayer "Make a greater impact with your presentations. While reading this book I was mentally reviewing my talks where I use PowerPoint slides. I am now changing some of those slides to make a greater impact on the listeners. These tips are easy to implement and make sense."~ John C. Erdman "As always we can expect the best from Akash and we are getting more."~ Payam Bahrapoor "This book gives practical advice. However, it does not stop there. It demonstrates how to use that advice, gives visual examples of what to do and what not to do and explains why. It turns creating a presentation from a dreaded event to one allowing creativity to flow and your passion about your subject matter to emerge on the screen through your slides."~ Pandora Training and Consulting "I will admit to rarely reviewing books. However, this book was such a step above any others I've read on the art of PowerPoint presentations, I had to give it a five star review."~ David Schwind A manager's guide to hiring the right employees introduces the practical and effective A Method for Hiring, which draws on the expertise of hundreds of high-level executives to present a simple, easy-to-follow program to guarantee hiring success. 50,000 first printing.

TAKE THE PAIN OUT OF PRESENTATIONS. Terrified of speaking in front of a group? Or simply looking to polish your skills? No matter

where you are on the spectrum, this guide will give you the confidence and the tools you need to get results. Written by presentation expert Nancy Duarte, the HBR Guide to Persuasive Presentations will help you: Win over tough crowds Organize a coherent narrative Create powerful messages and visuals Connect with and engage your audience Show people why your ideas matter to them Strike the right tone, in any situation

Designing for Growth: A Design Thinking Tool Kit for Managers (D4G) showed how organizations can use design thinking to boost innovation and drive growth. This updated and expanded companion guide is a stand-alone project workbook that provides a step-by-step framework for applying the D4G tool kit and process to a particular project, systematically explaining how to address the four key questions of the design thinking approach. In the field book, Jeanne Liedtka, Tim Ogilvie, and Rachel Brozenske guide readers through the design process with reminders of key D4G takeaways as they progress. Readers learn to identify an opportunity, draft a design brief, conduct research, establish design criteria, brainstorm, develop concepts, create napkin pitches, make prototypes, solicit feedback from stakeholders, and run learning launches. This second edition is suitable for projects in business, nonprofit, and government contexts, with all-new tools, practical advice, and facilitation tips. A new introduction discusses the relationship between strategy and design thinking.

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