



slide:ology: The Art and Science of Creating Great Presentations

By Nancy Duarte

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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 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.

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Editorial Review

About the Author

Principal of Duarte Design since 1990, Nancy Duarte passionately pursues the presentation development and design niche. One of the largest design firms in Silicon Valley and listed as a top woman-owned business in the area, Duarte Design is one of the few agencies in the world focused solely on presentations, whether they are delivered in person, online or via mobile device. Nancy's twenty years of experience working with global companies and thought leaders has influenced the perception of some of the world's most valuable brands and many of humanity's common causes.

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