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to Communicate

Effectively |

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TEDxEast - Nancy

Duarte uncovers

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Explain Data and

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O'Reilly Webcast-

You are a

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(Visual)

Storyteller

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Seven Keys to

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Josh Campbell |

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In Resonate

you'll learn how
to leverage
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transform any

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into an engaging

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will discover

how to

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Understand your audience, create persuasive content, and elicit a groundswell response. You'll learn:

- How to use story principles to grip audiences' attention

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Presentations.

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The best stories
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Back to
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Audiences**

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book helped
presenters
become visual
communicators,

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Resonate helps
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Duarte; Release
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2010;

Publisher(s) :

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Audiences. Nancy
Duarte. 4.1 • 86
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Presentations
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and persuade

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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.

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By leveraging
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literature,
"Resonate"
reveals how to
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into an engaging
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will discover
how to

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communication Visual

Connect with
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empathetically

Create

captivating
content Craft
ideas that get
repeated Inspire
enthusiasm and
support for your
vision "Finally!
Someone has
incorporated the

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power of story

into
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--Damon

Lindelof, Co-
creator of

"LOST" "To write

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Compelling.

Convincing.

Utterly

practical. This

is a gem!"

--Patrick

Lencioni,

President, The

Table Group

Page 62/101

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Resonate

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Stories That

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Audiences
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president of the

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While I think

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Resonate

I've come a long way on that journey, I never fully understood what it takes to be a world-class communicator until I read Nancy Duarte's "Resonate." Read this book, absorb this book, practice what it

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preaches, and
you'll be on
your way to
being a great
communicator.

Thanks, Nancy."

--Ken Blanchard,

Co-author of

"The One Minute
Manager,"

Recipient of

Golden Gavel

Award

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approaches for
developing an
effective
presentation,
covering such
topics as
creating
diagrams,
displaying data,
arranging
elements,
creating

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movement, and
interacting with
slides.

Transform

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

FOREWORD BY GUY

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Net — presentati

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shares his

experience in a

provocative mix

of illumination,

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will change the

way you think

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Presentation Zen
challenges the
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and encourages

you to think

differently and

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and business.

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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.

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data and how to
influence the
people with a
DataStory.

Learn how to use
stories and
visuals to make
top-notch present
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Page 74/101

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how to use this
amazing process
to create and
make high-impact
presentations in
your
own organization.
The book helps
you build
complete visual
stories, step by
step, by using
the CAST method

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to first create
a Story Map and
from there, a
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includes sample
Story
Maps, templates,
practical
success stories,
and more.

You'll discover
how to go beyond
PowerPoint

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slides to create presentations that influence your peers and effect change. Explains the secrets of making presentations and effecting change using CAST to create Story Maps and from there, high-impact

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and visual Visual

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of techniques

and what the

results look

like, using

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presentations,

one page hand

outs, and basic

delivery with

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Coauthored by

Microsoft

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guru who have

years of

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Includes sample

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Page 81/101

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Move Mountains:

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Stories That
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There is an art to capturing a photo that tells a story. You need to know what belongs in the frame and what to leave out, what to emphasize in the photo that adds to the story, and how to use

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light, shape,
and color all to
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while lending
aesthetic value
to the image
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voted one of the
"100 Most
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Photography" by

American Photo

-gives a rare

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photography

through his lens

as a master

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photographer.

This beautiful

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spreads, with
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information to
help tell the
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of larger-than-
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such as
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Katrina, the
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and the war zone
of Pakistan.

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photojournalism

can be applied
to telling

stories with a
single image.

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shape, and color
to create rich
photos that tell
the story as
well as add
sensitivity to
beauty and
emotion. Learn

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how the relationship
between

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background can

be used to
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produce images
with strong

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based on this

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aerials, and
more. Receive an

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cause the full
URL to appear.

Transform

A presentation
is not about the
content or about
you - it's about
your audience.

Your job as a
presenter is to
take your
audience to a
place where they

Acces PDF

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know about your

topic,
understand it
and act on it.

This book will
show you how to
achieve this. In
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audience will
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if anything, of
the actual
content.

Presenting for

Page 97/101

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Geeks shows a different approach to presentations by putting the audience at the centre of everything. Seeing things from the audience's perspective leads to a more visual and

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engaging Visual

presentation
style that helps
them better

understand and

remember the
content of the
presentation.

This approach is
covered in three
chapters:

preparation,
slides,

presenting. Garr

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Reynolds, author of "Presentation Zen", about this book: "If you or someone on your team wants/needs good presentation advice from a fellow technical presenter, then this is the book."

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