

1. Record Nr.	UNINA9910452819903321
Autore	Abela Andrew V. <1965->
Titolo	Advanced presentations by design [[electronic resource] ] : creating communication that drives action / / Andrew V. Abela, Ph.D
Pubbl/distr/stampa	San Francisco, : Pfeiffer, A Wiley Imprint, 2013
ISBN	1-118-41676-7 1-299-47573-6 1-118-42028-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (223 p.)
Disciplina	658.4/52
Soggetti	Business presentations Business communication Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title page; Copyright page; Contents; Foreword; Acknowledgments; Introduction; Why Do We Need to Reinvent the Way We Design Presentations?; The Presentation Challenge Is Greater Than Ever; Current Presentation Standards-Space Age or Sophomoric?; Bad Advice; Bad Examples; The Problem of Presenter-Focus and the Seven Deadly Mistakes of Presentation Design; Good Advice, Not Applied; How to Reinvent Your Presentation: The Extreme Presentation TM Method; Ten Steps for Developing an Extreme Presentation; The Main Insights in This Book, on One Page; Where to Start . . . If You Have an Important Presentation Due Soon (e.g., Tomorrow Morning) If You Have More Time; How This Book Is Different from All Other Presentation Books; What This Book Is and Is Not-About; The Structure of This Book; PART I: Who?; 1: Audience; Understanding What Types of Communication Will Be Most Effective for Your Audience; Step 1: Identify the Communication Preferences of the Different Personality Types in Your Audience; How to Estimate Your Audience's Personality Types; How to Match Your Presentation Design to Different Personality Types in the Same Audience; Introverts vs. Extroverts Sensors vs. Intuitors Thinkers vs. Feelers; Judgers vs. Perceivers;

Additional Information About Your Audience; PART II: What?; 2: Objective; Setting a Measurable Objective for Your Presentation; Step 2: Set Specific Objectives for What You Want Your Audience to Think and Do Differently After Your Presentation; The Typical-and Wrong-Way to Set Presentation Objectives; Developing Effective Presentation Objectives; The Curse of the "Update" Presentation; How Do You Know Whether You Have Set the Right Objectives?; 3: Problem Solution Articulating the Audience's Problem and Your Proposed Solution to It Step 3: Identify a Problem Your Audience Has That Your Presentation Will Contribute to Solving; Choosing the Right Problem; How to Find the Right Problem-The Five Why's; How Do I Find the Right Level of Analysis?; What If the Problem Is So Big That I Cannot Help Them Solve It?; What If All I Can Come Up With Are a Bunch of Small Problems Rather Than One Big One?; What If I'm Just Presenting Information or Providing an Update?; What If I Am Creating a Training Presentation? What If There Is Clearly a Problem, But the Audience I Am Trying to Engage Just Does Not Seem to Want to Hear About It? Isn't Focusing on "Problems" Rather Negative?; Crafting Your Solution; What If I Only Have a Solution to Part of the Problem?; How Do I Know Whether I Have Chosen the Right Solution?; Should I Include Rival Solutions to the One I'm Offering?; How Do I Handle Really Controversial Solutions?; What If I Just Can't Get My Thoughts Straight? Using the One-Page Memo; What Do I Do If There Really Isn't a Clear Solution to the Problem?; The Importance of Being Audience-Focused  
4: Evidence

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#### Sommario/riassunto

Offering a new, exciting approach to the typically conventional practice for creating presentations, this new edition to a popular resource has compiled its material from more than 200 research studies in the fields of communication, marketing, psychology, multimedia, and law. The book demonstrates how to adapt a presentation to different audience personality preferences, what role the data should play and how much of it is necessary, how to turn data into a story, and how to design persuasive-yet-comprehensible visual layouts.

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2. Record Nr.	UNISA996395987203316
Autore	Macropedius Georgius <1487-1558.>
Titolo	Methodus de conscribendis epistolis [[electronic resource] /] / a Georgio Macropedio secundum veram artis rationem tradita ; eiusdem epitome præceptionum de paranda copia verborum & rerum, per questiones, item de nouem speciebus argumentationum rhetoricarum, rem omnem breuiter explicans ; accessit Christophori Hegendorphini epistolas conscribendi methodus ; hac æditione longe quam antea emendatior
Pubbl/distr/stampa	Londini, : Ex officina typographica Richards Field, 1604
Descrizione fisica	[4], 121 [i.e. 246], [6] p
Altri autori (Persone)	HegendorphChristoph <1500-1540.>
Soggetti	Letter writing, Latin Latin language - Rhetoric
Lingua di pubblicazione	Latino
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Signatures: A-Q. Pages numbered consecutively on recto only. Numerous errors in paging. Includes index. Imperfect: pages stained and torn with slight loss of print. Reproduction of original in the Bodleian Library.
Sommario/riassunto	eebo-0014

3. Record Nr.	UNINA9910703127403321
Autore	Hyson John M. <1927->
Titolo	A history of dentistry in the US Army to World War II / / by John M. Hyson, Jr., Joseph W.A. Whitehorne, John T. Greenwood [[electronic resource]]
Pubbl/distr/stampa	Falls Church, Va., : Office of the Surgeon General, U.S. Army Washington, DC, : Borden Institute, Walter Reed Army Medical Center, : For sale by the Supt. of Docs., U.S. G.P.O., 2008 Falls Church, Va. : , : Office of the Surgeon General, United States Army Washington, DC : , : Borden Institute, Walter Reed Army Medical Center, , 2008
Descrizione fisica	1 online resource (x, 864, xi-xxvi p. ) : ill. (some col.) ;
Altri autori (Persone)	WhitehorneJoseph W. A. <1943-> GreenwoodJohn T
Disciplina	940.54/75
Soggetti	World War, 1939-1945 - Medical care - United States Dentistry, Military - United States - History - 20th century World War, 1939-1945 - Medical care - 20th century - United States Dentistry, Military - History - United States Dentistry History, Modern 1601- Dental Health Services History Health Occupations Health Services Humanities Health Care Facilities Workforce and Services Delivery of Health Care History, 20th Century Military Dentistry Dental Care History, 19th Century History & Archaeology History - General
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa

Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.