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Nota di contenuto	Intro -- Half Title -- Title -- Copyright -- Contents -- Introduction -- Acknowledgments -- 1 First Principles: Explaining Science Through Stories -- 2 A Deeper Look at Narrative Structure -- 3 Presenting in Three Minutes -- 4 Elevator Pitches -- 5 Applications to Longer Forms -- 6 Poster Presentations -- 7 Analysis of Real Posters -- 8 Audience-It Is All About the Audience -- 9 Presentation Skills -- Index -- Back.
Sommario/riassunto	The focus of this book is on verbal presentations and posters. It begins with best practices, then applies these practices to three-minute talks, posters, elevator pitches and longer presentations. It ends with a discussion of audience types and presentation skills.