

1. Record Nr.	UNINA9910797748103321
Autore	Kosslyn Stephen Michael <1948->
Titolo	Better PowerPoint : quick fixes based on how your audience thinks / / Stephen M. Kosslyn
Pubbl/distr/stampa	New York, New York : , : Oxford University Press, , 2011 ©2011
ISBN	0-19-975254-0 0-19-970403-1
Descrizione fisica	1 online resource (157 p.)
Disciplina	658.4/520285558
Soggetti	Business presentations - Graphic methods - Computer programs Presentation graphics software
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	CONTENTS; CHAPTER 1 The No-Stress Approach; CHAPTER 2 Put Your Message Front and Center; CHAPTER 3 Make Text Clear and Legible; CHAPTER 4 Provide Informative Labels, Titles, and Keys; CHAPTER 5 Present Bullets as Nuggets and Landmarks; CHAPTER 6 Include Graphics That Stimulate and Inform; CHAPTER 7 Use Color and Texture to Organize and to Emphasize; CHAPTER 8 Use Transitions and Animation to Direct Attention; CHAPTER 9 Add Sound to Alert the Audience and to Paint a Picture; CHAPTER 10 Use Tables to Organize and Summarize; CHAPTER 11 Be Clear with Charts, Diagrams, and Maps CHAPTER 12 Make a Point with GraphsEPILOGUE: Letting Science Have the Last Word; INDEX; A; B; C; D; E; F; G; H; I; J; K; L; M; O; P; R; S; T; U; V; W; X; Y
Sommario/riassunto	Giving good presentations is not just common sense. Cognitive neuroscientist Stephen M. Kosslyn shows how to make presentations work better based on how our brains work. Where many books focus on how to create a first draft, Better PowerPoint gives you quick steps to improve one you already have. DT 8 key rules that are easy to remember and use DT Clear principles about how to design effective slides based on well-established scientific data DT Quick steps to sharpen and strengthen your presentation DT Easy-to-use checklists

guide you through each aspect of your presentation DT Chapters are st
