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   Soggetti   Business presentations - Graphic methods - Computer programs
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   Lingua di pubblicazione   Inglese

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   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