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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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