

Power points!: how to design and deliver presentations that sizzle and sell

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Abstrak

Today's supercritical audiences demand you speak with impact and deliver your PowerPoints with flair. "Speak like Churchill, Present like Spielberg" shows readers how to seamlessly integrate their words and PowerPoints into a persuasive experience. As Gary White, CEO of Presentation Pro puts it: "The timing for the book couldn't be better, as Microsoft is launching a major makeover of Office 2007 later this year. The biggest change will be in the way PowerPoint creates graphics and presentations. PowerPoint presenters will be looking for help on how to create and use stunning graphics and visuals." [Excerpted from a letter from Gary White, attached below in the "Comments" section.] The book is divided into two parts. Part I lays out "The Seven Steps to Presentation Success" (i.e., the "Churchill" part); and, Part II is about how to design and deliver more persuasive PowerPoints.