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by Nancy Duarte

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Slide:ology gives you insight into both. When making presentations, you need to think visually. However, most organizations don't train people in thinking like a designer and we certainly don't learn visual language in school the way we learn written language.

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CHAPTER 1. 1. Creating
a New Slide Ideology. 2

slide:ology. We are all
inherently visual
communicators.

Consider kindergarten:
crayons, fi nger paints,
and clay propelled our
expression, not word
processors or
spreadsheets.

THE ART AND

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The title of this entry is taken from a book written by Nancy Duarte: Slide:ology, The Art and Science of Creating Great Presentations. In a previous entry, I talked about how humans have evolved to survive in groups. This means that communicating ideas

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effectively is essential for
our existence. This is
even more valid in the
sphere of business.

Presentation Tips From
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Finally! Nancy Duarte,
the Principle of Duarte
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the creation of Al Gore's
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published a presentation
book for the rest of us. It's
called Slide:ology: The

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is practical, it's highly

visual, and it's beautiful. I

love this book.

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slide:ology by Duarte,
Nancy (ebook)
Line Art: Simplified
drawings made only of
solid lines without color
or shading. They are

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useful for showing the
basic shape and
construction of
complicated objects.

Noise: In design, it refers
to excess information on
a slide or image or a
cluttered image. Pecha
Kucha

Glossary and References |
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and billions of slides have been produced -- and most of them miss the mark. slide:ology will challenge your traditional approach to creating slides by teaching you how to be a visual thinker. And it will help your career by creating momentum for your cause.

slide:ology [Book] -

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In her book, Nancy Duarte writes that a presentation is often the last impression a client gets before closing a deal. How is it possible that businesses spend millions of dollars on an ad campaign and at the

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By Ricardo B. Salinas,
Founder and Chairman,
Grupo Salinas

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1. Slide:ology: The Art
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Great Presentations by
Nancy Duarte Nancy
Duarte is a graphic
designer, writer, and
head of the presentation
design firm Duarte

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Design. The firm is most notable for designing the award-winning Al Gore presentation-turned-movie, An Inconvenient Truth. In Slide:ology, she provides a great resource for getting inside the mind of a presentation ...

Our Five Favorite Books
on Presenting with
PowerPoint

Nancy Duarte is an

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American writer,
speaker, and CEO.

Duarte is the author of several books, including slide:ology: The Art and Science of Creating Great Presentations (2008), Resonate: Present Visual Stories that Transform Audiences (2010), the HBR Guide to Persuasive Presentations (2012), and Illuminate: Ignite Change Through Speeches,

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