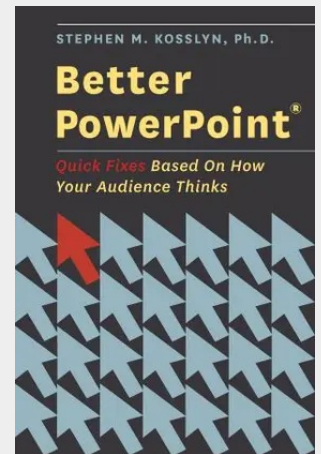


Better PowerPoint (R)

Quick Fixes Based on How Your Audience Thinks

Conferences: American Psychological Association; American Statistical Association; Cognitive Neuroscience Society, Society for Neuroscience, American Political Science Association, American Sociology Association. Publications where book should be advertised: New York Times Sunday book review, New Yorker; Wired ; PC World, MacWorld, American Psychologist Periodicals suggested as best review media: New York Times; New York review of books; Wired magazine; PC World, MacWorld, various airlines magazines
 Selling point: · 8 key rules that are easy to remember and use
 Selling point: · Clear principles about how to design effective slides based on well-established scientific data
 Selling point: · Quick steps to sharpen and strengthen your presentation
 Selling point: · Easy-to-use checklists guide you through each aspect of your presentation
 Selling point: · Chapters are structured to help you prioritize the most effective edits
 Selling point: · Memorable examples and illustrations to show what works, and what doesn't
 Selling point: · Lessons in what to fix can also help you create better first drafts faster. 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. 8 key rules that are easy to remember and use
 Clear principles about how to design effective slides based on well-established scientific data
 Quick steps to sharpen and strengthen your presentation
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 Chapters are structured to help you prioritize the most effective edits
 Memorable examples and illustrations to show what works, and what doesn't
 Lessons in what to fix can also help you create better first drafts faster. If you have a PowerPoint presentation that is not giving you the results you want, take advantage of what scientific research can tell you about how your audience is seeing and thinking about what you have to say.



25,80 €

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