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Slide:ology is a combination of the words slide (as in PowerPoint slide) and ideology, which is an apt description for the book. Although there are specific prescriptions for making successful presentations, the book does a better job at presenting Nancy Duarte's ideology (although I would use the word methodology) for crafting presentations.

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Slide:ology. There's an art and science to creating great presentation slides and 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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40 slide:ology Sketching Complete Ideas Now that you've generated several ideas, begin to sketch pictures or scenes from them. These sketches become visual trig-gers that spark more ideas. Don't worry about throwing things away—that's why you generated a lot of ideas in the first place. In fact,

[THE ART AND SCIENCE OF CREATING GREAT PRESENTATIONS](#)

slide:ology is designed as a reasonably comprehensive how-to guide on

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creating compelling visual material for presentations, promotional materials, and stories. The book is an easy read and visually very appealing.

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slide. Nancy Duarte's book, slide:ology: The Art and Science of Creating Great Presentations, focuses on effective approaches to building, polishing, and using visual aids to tell your story. The book, however, is not for beginners. Rather, it's for seasoned users of presentation technologies who are seeking to take their

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Buy slide:ology: The Art and Science of Creating Great Presentations: The Art and Science of Presentation Design 1 by Nancy Duarte (ISBN: 8601404644382) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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slide:ology fills that void. Written by Nancy Duarte, President and CEO of Duarte Design, the firm that created the presentation for Al Gore's Oscar-winning film, An Inconvenient Truth, this book is full of practical approaches to visual story development that can be applied by anyone. The book combines conceptual thinking and inspirational ...

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Slide:ology reaches a broad audience because it offers a new way to think about presentations. It also provides practical examples and inside tips for the beginners on how to turn words into visual images. Even if you are veteran slide-jock or designer, you should find Slide:ology useful and an enjoyable read.

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Slide:ology: The Art and Science of Creating Great Presentations. Nancy Duarte "O'Reilly Media, Inc.", Aug 7, 2008 - Business & Economics - 274 pages. 16 Reviews. No matter where you are on the organizational ladder, the odds are high that you've delivered a high-stakes presentation to your peers, your boss, your customers, or the general ...

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