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are all inherently visual communicators. Consider kindergarten: crayons, finger paints, and clay propelled our expression, not word processors or spreadsheets.

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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

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evolved to survive in groups. This means that communicating ideas effectively is essential for our existence. This is even more valid in the sphere of business.

Presentation Tips From Nancy Duarte's Slide:ology | HuffPost

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Finally! Nancy Duarte, the
Principle of Duarte Design (the
firm behind the creation of Al
Gore's Oscar-winning
presentations), has published a
presentation book for the rest of
us. It's called Slide:ology: The Art
and Science of Creating Great

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be applied by anyone. The book combines conceptual thinking and inspirational design, with insightful case studies from the world's leading brands.

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

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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

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Presenting with PowerPoint

Nancy Duarte is an 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

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Transform Audiences (2010), the
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