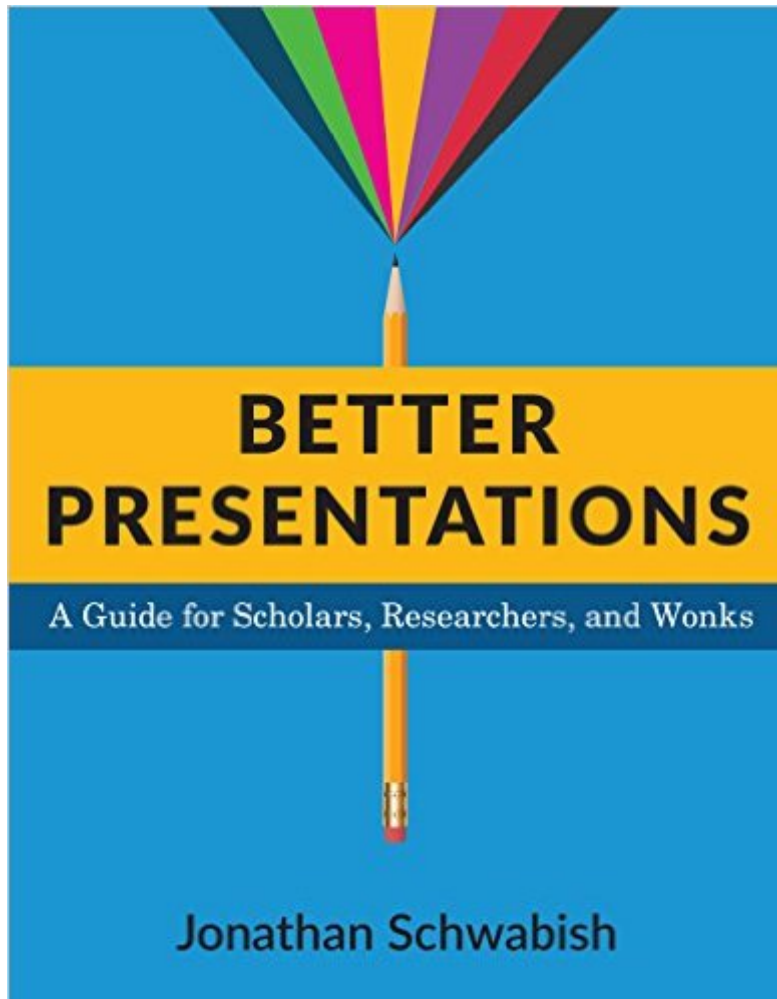


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# Better Presentations: A Guide For Scholars, Researchers, And Wonks



## Synopsis

Whether you are a university professor, researcher at a think tank, graduate student, or analyst at a private firm, chances are that at some point you have presented your work in front of an audience. Most of us approach this task by converting a written document into slides, but the result is often a text-heavy presentation saddled with bullet points, stock images, and graphs too complex for an audience to decipherâ€”much less understand. Presenting is fundamentally different from writing, and with only a little more time, a little more effort, and a little more planning, you can communicate your work with force and clarity. Designed for presenters of scholarly or data-intensive content, *Better Presentations* details essential strategies for developing clear, sophisticated, and visually captivating presentations. Following three core principlesâ€”visualize, unify, and focusâ€”*Better Presentations* describes how to visualize data effectively, find and use images appropriately, choose sensible fonts and colors, edit text for powerful delivery, and restructure a written argument for maximum engagement and persuasion. With a range of clear examples for what to do (and what not to do), the practical package offered in *Better Presentations* shares the best techniques to display work and the best tactics for winning over audiences. It pushes presenters past the frustration and intimidation of the process to more effective, memorable, and persuasive presentations.

## Book Information

Paperback: 192 pages

Publisher: Columbia University Press (November 15, 2016)

Language: English

ISBN-10: 0231175213

ISBN-13: 978-0231175210

Shipping Weight: 1 pounds (View shipping rates and policies)

Best Sellers Rank: #335,224 in Books (See Top 100 in Books) #68 in [Books > Computers & Technology > Business Technology > Software > Presentation Software](#) #267 in [Books > Business & Money > Industries > Media & Communications](#) #344 in [Books > Reference > Words, Language & Grammar > Public Speaking](#)

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