



The Presentation: A Story about Communicating Successfully with Very Few Slides (Paperback)

By Andrew V Abela Ph D

Createspace Independent Publishing Platform, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Presentation tells the story of David who, with the help of his boss, Barbara and the enigmatic Professor Edwards, is preparing for the most important presentation of his life. In a few short days, David will have to convince the Board that his division-along with his job and those of all his staff-is worth saving. He has the data he needs, and he thinks he has a good case, but can he pull it all together in a way that will capture the Board's attention and pitch his proposal successfully, in just a few slides.? Follow David as he learns: . that you cannot add interest to your presentation, through fancy transitions, clip art, and so on; you can only draw out the interest inherent in it by solving a problem for your audience. . that there is a vast difference between slides designed for a large, Ballroom style presentation to inform or entertain your audience, and a smaller, Conference Room style presentation designed to persuade or sell. . how to decide what you should include in your...



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