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visual communicators. Consider  
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## THE ART AND SCIENCE OF CREATING GREAT PRESENTATIONS

The title of this entry is taken from a book

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written by Nancy Duarte: Slide:ology, The Art and Science of Creating Great Presentations. In a previous entry, I talked about how humans have 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.

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Presentation Tips From Nancy Duarte's  
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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



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slide:ology by Duarte, Nancy (ebook)

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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 for designing the award-winning Al Gore presentation-turned-movie, An



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Inconvenient Truth. In Slide:ology, she provides a great resource for getting inside the mind of a presentation ...

Our Five Favorite Books on Presenting with  
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Nancy Duarte is an American writer, speaker, and CEO. Duarte is the author of

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several books, including slide:ology: The Art and Science of Creating Great Presentations (2008), Resonate: Present Visual Stories that Transform Audiences (2010), the HBR Guide to Persuasive Presentations (2012), and Illuminate: Ignite Change Through Speeches, Stories, Ceremonies and Symbols (2016).

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