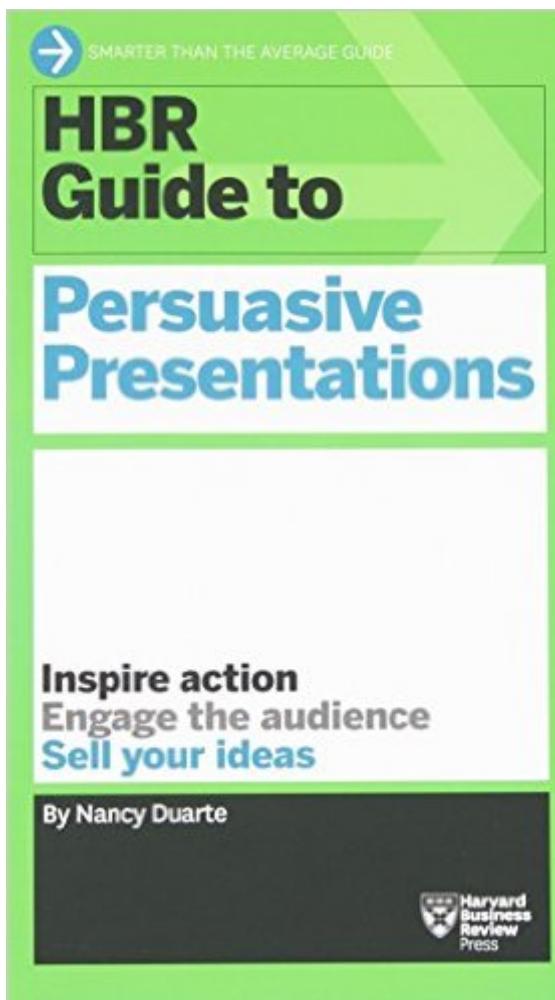


The book was found

HBR Guide To Persuasive Presentations (HBR Guide Series) (Harvard Business Review Guides)



Synopsis

TAKE THE PAIN OUT OF PRESENTATIONS.Terrified of speaking in front of a group? Or simply looking to polish your skills? No matter where you are on the spectrum, this guide will give you the confidence and the tools you need to get results.Written by presentation expert Nancy Duarte, the HBR Guide to Persuasive Presentations will help you:• Win over tough crowds• Organize a coherent narrative• Create powerful messages and visuals• Connect with and engage your audience• Show people why your ideas matter to them• Strike the right tone, in any situation

Book Information

Series: Harvard Business Review Guides

Paperback: 256 pages

Publisher: Harvard Business Review Press; Harvard Business Review Guides edition (October 2, 2012)

Language: English

ISBN-10: 1422187101

ISBN-13: 978-1422187104

Product Dimensions: 0.8 x 5 x 9 inches

Shipping Weight: 10.6 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ ¤ See all reviewsÂ ¤ (92 customer reviews)

Best Sellers Rank: #20,282 in Books (See Top 100 in Books) #21 inÂ Books > Business & Money > Skills > Business Writing #50 inÂ Books > Business & Money > Skills > Running Meetings & Presentations #146 inÂ Books > Business & Money > Skills > Communications

Customer Reviews

I'm a massive fanboy of Nancy Duarte. But I was not frothing at the mouth in anticipation of her new book after she revealed that much of it was contained material from her previous two books.Much of HBR Guide to Persuasive Presentations is an executive summary of Duarte's previous two books. As I went through, I often thought, "There's the presentation structure from Resonate.... ooh, and there are diagram types from Slide:ology." That said, even in sections that cover old ideas, there are new examples. The book is right up to date, using examples from earlier this year.The last two sections of the book - "Delivery" and "Impact" - are the ones of most interest, because they have the most new material. There's a good section on giving webinars and other remote presentations online. How can you give a presentation that people will listen to... when people are much more

likely to check email during that time? There's a discussion on working with an interpreter to deliver a presentation to people who don't speak your language. Online crowds might be interested in her sections on following-up presentations with social media tools. For example, she encourages speakers to create a hashtag for their presentations - but not "canned" tweets. She cites research that people want to determine what's important, so suggesting tweets to the audience makes it less likely people will use it. There's also good discussion about the pros and cons of monitoring the backchannel during a conference, for example. HBR Guide to Persuasive Presentations is a very different beast from *Slide:ology* and *Resonate*. The size of the book is something you can readily throw in a backpack or purse, rather than the oversized trade paperback of the predecessors. The production is spare.

This is one of the first volumes in a new series of anthologies of articles previously published in Harvard Business Review or, in this instance, a series of tutorials provided by Nancy Duarte in which she shares information, insights, and counsel about how to prepare and then deliver persuasive, high-impact presentations. As is also true of volumes in other such series, notably HBR Essentials, HBR Must Reads, and HBR Management Tips, HBR Guides offer great value in several ways. Here are two: Cutting-edge thinking from 25-30 sources in a single volume at a price (about \$12.50 from in the bound version) for a fraction of what article reprints would cost. The material was selected and to help those who read this book to improve their abilities to convince members of an audience why the given ideas matter to them, win over tough crowds, balance emotional and analytical appeal of the given "message," craft memorable phrases and examples, create powerful visuals when needed, strike the right tone, hold an audience's attention, and measure the impact of the presentation. Duarte organizes her material within seven sections. All of it is of outstanding quality and value. These are among the dozens of passages of special interest to me, each prefaced by "How to...":

- o Present Clearly and Concisely to Senior Executives (Pages 11-20)"Help them make big decisions on a tight schedule."
- o Anticipate and Prepare for Resistance (33-36)"Think through opposing perspectives."
- o Create a Solid Structure (65-66)"Storytelling principles provide a framework."
- o Determine the Right Length for Your Presentation (99-102)"Keep your audience engaged by budgeting your time.

[Download to continue reading...](#)

HBR Guide to Persuasive Presentations (HBR Guide Series) (Harvard Business Review Guides)
HBR Guide to Persuasive Presentations (HBR Guide Series) Harvard Business Review on Work and Life Balance (Harvard Business Review Paperback Series) Harvard Business Review on

Pricing (Harvard Business Review Paperback) Strategic Storytelling: How to Create Persuasive Business Presentations The Harvard Business School Guide to Careers in the Nonprofit Sector (A Harvard Business School Career Guide) 65 Successful Harvard Business School Application Essays, Second Edition: With Analysis by the Staff of The Harbus, the Harvard Business School Newspaper HBR Guide to Better Business Writing (HBR Guide Series) Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations HBR Guide to Project Management (HBR Guide Series) HBR Guide to Getting the Right Work Done (HBR Guide Series) The Harvard Medical School Guide to Men's Health: Lessons from the Harvard Men's Health Studies (Well-Being Centre = Centre Du Mieux-Etre (Collection)) The Harvard Dictionary of Music (Harvard University Press Reference Library) The Harvard Concise Dictionary of Music and Musicians (Harvard University Press Reference Library) How to Write a Great Business Plan (Harvard Business Review Classics) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Guide to Presentations (4th Edition) (Pearson Guide to Series in Business Communication) Managing Oneself (Harvard Business Review Classics) Stats and Curiosities: From Harvard Business Review Leading Change: Why Transformation Efforts Fail (Harvard Business Review)

[Dmca](#)