



Innovative Presentations For Dummies

Ray Anthony, Barbara Boyd

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Innovative Presentations For Dummies is a practical guide to engaging your audience with superior, creative, and ultra-compelling presentations. Using clear language and a concise style, this book goes way beyond PowerPoint to enable you to reimagine, reinvent, and remake your presentations. Learn how to stimulate, capture, and hold your audience in the palm of your hand with sound, sight, and touch, and get up to speed on the latest presentation design methods that make you a speaker who gets audiences committed and acting upon your requests. This resource delves into desktop publishing skills, online presentations, analyzing your audience, and delivers fresh, new tips, tricks, and techniques that help you present with confidence and raw power.

Focused and innovative presentations are an essential part of doing business, and most importantly, *getting business*. Competition, technology, and the ever-tightening economy have made out-presenting your competitors more important than ever. Globally, an estimated 350 PowerPoint presentations are given every second. When it's your turn, you need to go high above and far beyond to stand out from the pack, and *Innovative Presentations For Dummies* provides a winning game plan. The book includes extensive advice on the visual aspect of presentations and, more importantly, it teaches you how to analyze your audience and speak directly to them. A personalized approach combined with stunning visuals and full sensory engagement makes for a winning presentation.

- Learn how to be an innovative, not just "effective" presenter in any situation
- Understand how to read and cater to specific audiences
- Create captivating visual materials using technology and props
- Creative customize presentations to best communicate with audiences

More and more employees are being called upon to make presentations, with or without prior training. With step-by-step instruction, vivid examples and ideas and a 360-degree approach to presentations, *Innovative Presentations For Dummies* will help to drastically improve your presentation outcomes as never before.

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