

Presentation Patterns -- Techniques for Crafting Better Presentations (Chinese Edition)

By Neal FordMatthew McCullough

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Written by Ford, McCullough and Schultz, this book is a pioneering work in the field of presentation and all star bestseller in Amazon, which introduces the concept of pattern from the field of architecture and software development into the field of presentation. Centering on the overall process of presentation, it summarizes eighty-eight patterns to rapidly and effectively improve presentation skills (skills that should be mastered) and anti-patterns (bad practice that should be avoid). For each pattern, it not only introduces the name easy to remember and the clear definition, but also elaborates in detail the scenes for each pattern, styles of presentation, and operation steps of each pattern as well as the possible result resulted from the application of a certain pattern or the avoidance of an anti-pattern, which is very practical and maneuverable. There are a total of eight chapters in this book and it is divided into three parts. The first part (Chapter One to Chapter Two) introduces the twenty-one kinds of patterns and anti-patterns to be mastered in the presentation preparation stage, including a large number of issues that must be considered before the use of presentation tools and patterns related to creativity. The second part (Chapter Three to Chapter Five) the thirty-eight kinds of patterns and anti-patterns to be mastered in the presentation stage, including how to effectively use the slides to convey the presentation content. The third part (Chapter Six to Chapter Eight) introduces the twenty-nine kinds of patterns and anti-patterns to be mastered in the presentation stage, including the technique to make your presentation in front of people much better, as well as the common pitfalls to avoid. At the end of the book, there is a pattern list which is convenient for readers to query.

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