



Institut Manajemen Telkom (<http://www.imtelkom.ac.id>)

Slide:ology : The Art and Science of Creating Great Presentation

This book is full of practical approaches to visual story development that can be applied by anyone. The book combines conceptual thinking and inspirational design, with insightful case studies from the world's leader brands. With this book you'll learn to:

- Connect with specific audiences
- Turn ideas into informative graphics
- Use sketching and diagramming techniques effectively
- Create graphics that enable audiences to process information easily
- Develop truly influential presentations
- Utilize presentation technology to your advantage

Slide:ology will challenge your traditional approach to creating slides by teaching you how to be a visual thinker. And it will help your career by creating momentum for you cause.



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