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## **Business Skills Ser.: Beyond Bullet Points : Using ...**

Atkinson C. Beyond bullet points: using Microsoft Office PowerPoint 2007 to create presentations that inform, motivate, and inspire Redmond, WA: Microsoft Press, 2007 2. Greenhalgh T. Campaign for real lectures.

## **Campaign for Real Lectures: Beyond bullet points**

When you begin writing your script or outline for your presentation, you won't have to start with an empty page, because you can use the Beyond Bullet Points Story Template shown in Figure 3-2 to guide you every step of the way.

## **The 5 Principles and 10 Building Blocks of Persuasive ...**

Beyond Bullet Points: Using Microsoft PowerPoint to Create Presentations That Inform, Motivate, and Inspire Cliff Atkinson. 2005. Redmond, WA: Microsoft Press. [ISBN 0-7356-2052-0. 223 pages, including index. \$24.99 USD (softcover).] Cliff Atkinson takes a radical and intriguing approach to designing PowerPoint decks (sets of slides) and delivering presentations.

## **BOOK REVIEWS**

Beyond bullet points : using Microsoft Office PowerPoint 2007 to create presentations that inform, motivate, and inspire. [Cliff Atkinson] -- A guide to using Microsoft PowerPoint describes how to use storytelling techniques to create effective business presentations.

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Unlock the amazing story buried in your presentation—and forget boring, bullet-point-riddled slides forever! Guided by communications expert Cliff Atkinson, you'll walk you through an innovative, three-step methodology for increasing the impact of your presentation. Discover how to combine classic storytelling techniques with the power of visual media to create a rich, engaging experience with your audience. Fully updated for PowerPoint 2010, and featuring compelling presentation examples from classroom to boardroom, this book will help transform your presentations—and your business impact!

Beyond Bullet Points, Fourth Edition "Throw away those room-emptying, left-brain slides—and use Atkinson's book to turn your PowerPoint presentation into an epic." –Daniel H. Pink, author of Drive and A Whole New Mind Think beyond bullet points—and amplify the impact of your message! Now in its fourth edition, this popular classic illuminates an innovative, step-by-step methodology designed to unlock the amazing visual story waiting to be released from your message. Communications expert Cliff Atkinson shows how to apply classic storytelling tenets and practical, research-based guidelines as you work with Microsoft PowerPoint—for memorable, meaningful, and persuasive visual stories. Change your approach—and transform your results! Find your story thread Create an emotional connection to increase your impact. Cut through the clutter Distill your message and get right to the point. Bring your story to life Storyboard your ideas, find your natural voice, and deliver a compelling presentation!

A guide to using Microsoft PowerPoint describes how to use stories to create effective business presentations.

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Experience learning made easy-and quickly teach yourself how to create dynamic presentations with PowerPoint 2010. With STEP BY STEP, you set the pace-building and practicing the skills you need, just when you need them! Topics include creating great-looking slides using templates or your own designs; creating sophisticated charts and diagrams; using animation, sound, and other special effects; creating presentations simultaneously with others over the Web; delivering presentations; and other core topics.

PowerPoint was the first presentation software designed for Macintosh and Windows, received the first venture capital investment ever made by Apple, then became the first significant acquisition ever made by Microsoft, who set up a new Graphics Business Unit in Silicon Valley to develop it further. Now, twenty-five years later, PowerPoint is installed on more than one billion computers, worldwide. In this book, Robert Gaskins (who invented the idea, managed its design and development, and then headed the new Microsoft group) tells the story of its first years, recounting the perils and disasters narrowly evaded as a startup, dissecting the complexities of being the first distant development group in Microsoft, and explaining decisions and insights that enabled PowerPoint to become a lasting success well beyond its original business uses.

This book focuses exclusively on the application of PowerPoint to the creation of online training programs. Better than Bullet Points, *Creating Engaging e-Learning with PowerPoint* fills that gap. By providing in-depth guidance, specific instructions, and helpful exercises, the book will enable training practitioners to create impactful learning interactions in PowerPoint. The author steps readers through the powerful features of this popular desktop application, covering everything from text to art, animation to interactivity. Provided that the reader owns a copy of PowerPoint, this book will immediately put free real-world tools into the hands of those who need it. The information is practical rather than theoretical and immediately applicable. Most importantly, this book will help make e-learning accessible to those who have previously been excluded from taking advantage of the opportunities e-learning can provide. Jane Bozarth is the e-learning coordinator for the North Carolina Office of State Personnel's Human Resource Development Group and has been a training practitioner since 1989. She is a columnist for *Training Magazine* and has written for numerous publications including *Creative Training Techniques Newsletter* and the *Journal of Educational Technology and Society*.

Get expert techniques and best practices for creating professional-looking documents, slide presentations, and workbooks. And apply these skills as you work with Microsoft Word, PowerPoint, and Excel in Office 2010 or Office for Mac 2011. This hands-on guide provides constructive advice and advanced, timesaving tips to help you produce compelling content that

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