

Resonate Present Visual Stories That Transform Audiences

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Just as the author's first book helped presenters become visual communicators, Resonate helps you make a strong connection with your audience and lead them to purposeful action. The author's approach is simple: building a presentation today is a bit like writing a documentary.

Resonate: Present Visual Stories that Transform Audiences ...

In Resonate you'll learn how to leverage techniques normally reserved for cinema and literature to transform any presentation into an engaging journey. You will discover how to understand your audience, create persuasive content, and elicit a groundswell response. You'll learn: • How to use story principles to grip audiences' attention

Resonate: Present Visual Stories That Transform Audiences

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Duarte Resonate - Present Visual Stories That Transform ...

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Resonate: Present Visual Stories that Transform Audiences | Wiley Reveals the underlying story form of all great presentations that will not only create impact, but will move people to action Presentations are meant to inform, inspire, and persuade audiences. So why then do so many audiences leave feeling like they've wasted their time?

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Chapter 2. Lessons from Myths and Movies Incorporate Story All types of writing, including presentations, fall somewhere in between two extreme poles: reports and stories. Reports inform, while stories entertain. ... - Selection from Resonate: Present Visual Stories that Transform Audiences [Book]

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Title: Resonate: Present Visual Stories that Transform Audiences: Author(s): Nancy Duarte: Release date: September 2010: Publisher(s): Wiley: ISBN: 9780470632017

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