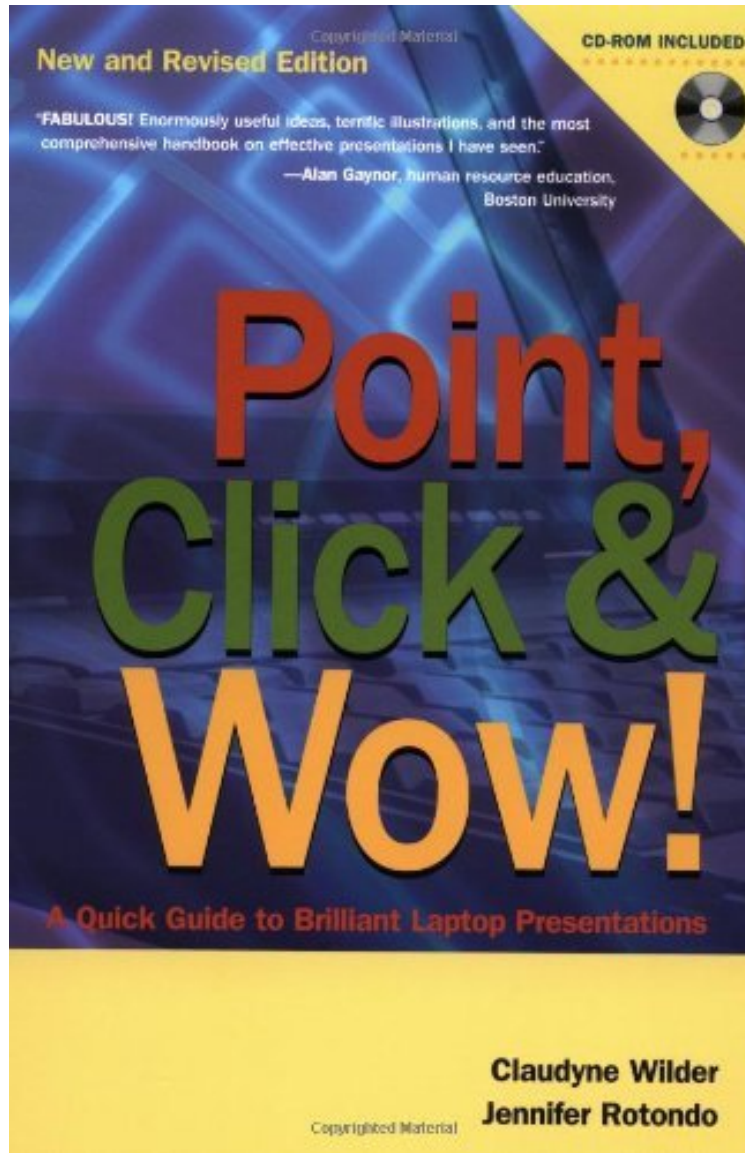


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Point, Click and Wow!: A Quick Guide to Brilliant Laptop Presentations

Claudyne Wilder, Jennifer Rotondo
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Claudyne Wilder, Jennifer Rotondo : Point, Click and Wow!: A Quick Guide to Brilliant Laptop Presentations
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Point, Click and Wow!: A Quick Guide to Brilliant Laptop Presentations:

1 of 1 people found the following review helpful. Smart, earnest, thorough...though not quite wowBy David S. Rose
This book is a thorough, legitimate entry in the presentation guidance field by someone who is clearly a

professional immersed on a full-time basis in training would-be presenters. It goes through structuring, preparing and delivering a presentation in exhaustive detail (much more so than most books on PowerPoint), and is chock full of tables, checklists and references to useful material. It also comes with a CD-ROM including many of the sample presentations the author discusses. The best way to look at this book is to think of it as a solid, year-long, introductory course at an excellent state university. ("Huh?" I hear you ask...) The unfortunate fact is that most people who give PowerPoint presentations have no training, no conception of what makes for a good presentation, and no skills in either story telling or graphic design. If I had to give an entering letter grade to the clients (mostly corporate CEOs) who come to me for presentation coaching, I would say that the range is from D to C+, with a very rare occasional outlier of a B. This book, if read cover to cover and followed religiously, is pretty much guaranteed to take everyone, no matter what your starting level, up to a B+. And that result would both be doing a major service to humanity, and is something that 90% of Wilder's corporate readers would be delighted to achieve. The problem is that since this book was first written, the bar has been raised on what constitutes a 'great' presentation. Heeding Wilder's advice, while assuring you of a solid set of presentation skills, will also assure that you DON'T hit the ball out of the park. The epitome of presentation quality these days, as represented by the work of people like Nancy Duarte (who did Al Gore's An Inconvenient Truth, and who has written her own presentation book, slide:ology: The Art and Science of Creating Great Presentations), Larry Lessig, Hans Rosling, Bill Strickland, Rives, Ze Frank, and others (many of whose presentations can be viewed online at ted dot com), is simply a different beast from the traditional bullet point/diagram slides, no matter how carefully edited or structured. These 'new world' presentations break through typical lists and points, and are mostly (if not all) zen-like in their simplicity, serving as *supporting* emotional resonance for the speaker, rather than data that is narrated by the presenter. While you probably should buy this book for its in-depth discussion of mechanics and preparation skills, the 'bible' of modern presentation design is Presentation Zen: Simple Ideas on Presentation Design and Delivery, by Garr Reynolds, whose blog of the same name has become mandatory reading for the world-class presenting crowd. PresentationZen (to return to my analogy) is the Ivy League seminar taught by the world class professor, that will inspire you for the rest of your life. If you're serious about learning to give great presentations, your library should probably include Wilder, certainly include Duarte, and absolutely, positively MUST include Reynolds. Other excellent works to go alongside them on the shelf are Presenting to Win: The Art of Telling Your Story by Jerry Weissman and The Articulate Executive: Learn to Look, Act, and Sound Like a Leader by Granville Toogood. But whatever you do, read at least one of the above, and take its message to heart. Powerpoint can be sublime when done correctly, and you owe it to your audience to do your best to make it so! 0 of 0 people found the following review helpful. Four Stars By Ron B Interesting 0 of 0 people found the following review helpful. Awesome preparation book for presentations By Ralf Weiser Tricks and tips for ppt software, computer functions, slide layout, presentation aids and how to hold a cool presentation are worth every Penny of this book. Out of the last three books I have read, this one is the best.

Create powerful presentations that WOW your audience! A brilliant laptop presentation is more than just dazzling slides. If you want your laptop computer presentations to have the WOW factor, simply follow the suggestions and use the ideas outlined in the thoroughly revised and updated second edition of Point, Click, and Wow! This hands-on guide shows you how to create memorable presentations that will get your message across with style. Unlike others books on the topic, this practical guide teaches you how to really sell your knowledge, product, or service in a customer-focused, one-to-one marketing manner. Authors Claudyne Wilder and Jennifer Rotondo offer the guidance you need to look, act, and sound like a pro. Throughout the book the authors explain how to create persuasive visuals, use technology effectively, and sell your idea or product to an audience. This revised edition also includes a CD-ROM that will give you the tools you need to customize your slides.

From the Inside Flap A brilliant laptop presentation is more than just dazzling slides. If you want your laptop computer presentations to have the Wow factor, simply follow the suggestions and use the ideas outlined in the thoroughly revised and updated second edition of Point, Click, and Wow! This hands-on guide shows you how to create memorable presentations that will get your message across with style. Unlike others books on the topic, this practical guide teaches you how to really sell your knowledge, product, or service in a customer-focused, one-to-one marketing manner. Authors Claudyne Wilder and Jennifer Rotondo offer the guidance you need to look, act, and sound like a pro. Throughout the book the authors explain how to create persuasive visuals, use technology effectively, and sell your idea or product to an audience. This revised edition also includes a CD-ROM that will give you the tools you need to customize your slides. "Using electronic equipment for presentations poses a new set of challenges for both the novice and veteran presenter. Point, Click and Wow! provides some great tips to overcome these challenges and offers ideas on how to get the audience engaged and really interacting with you, the presenter." --Dave Poulin, national sales manager, Mercury Computer Systems, Inc. "Anyone who wants to deliver more effective, imaginative presentations will find a wealth of practical tips here, and those who actually use them are bound to meet with more real-world success." --Tad Simons, editor-in-chief, Presentations "Claudyne has done it again. In Point, Click, and Wow! Second

Edition, she shows that presentations slides don't connect to an audience-people do. Through countless examples and tips, presenters will learn how to be the message of their talk. The results will speak for themselves-a thrilled audience, a confident, energized presenter, and a presentation success." --Howard Ris, president, Union of Concerned Scientists

"Fabulous! Enormously useful ideas, terrific illustrations, and the most comprehensive handbook on effective presentations I have seen. I can't wait to get this book into the hands of my students." --Alan Gaynor, professor, human resource education, Boston University

From the Back Cover
Presenting with Confidence In Point, Click Wow! you will find the insider knowledge of public speaking that we all need but were never taught. When Point, Click Wow! was first published more than ten years ago, it quickly became the go-to resource for creating laptop presentations that have the "Wow!" factor. Completely reworked and updated, this new third edition puts the focus on you, the presenter, who must create a winning presentation every time. Claudyne Wilder's groundbreaking book offers myriad new features and updated slide designs as well as illustrative stories and advice from executives. Point, Click Wow! is useful for everyone from the occasional presenter to the seasoned sales representative. Covering the entire process from concept to finished presentation, this comprehensive resource includes new chapters to help you Demonstrate executive presence Use tips, tricks and techniques to create presentations in a hurry Design presentations with powerful openings, closings, and executive summaries This is the book for creating persuasive presentations and proposals that will sell a product or ideawith pizzazz. Praise for Point, Click Wow! "Claudyne's book is a mustread for anyone who wants to convince and inspire an audience. Her approach translates the seemingly overwhelming presentation process into a clear recipe for success. I have a copy in my bookshelf and so should you." mdash;Shari E. Redstone, President, National Amusements; Vice-chairwoman, CBS Corporation and Viacom; and Chairwoman, Midway Games "A worldclass presentation resource, rich with essential tools and techniques to capture, motivate and dazzle your audience. Read this book!" mdash;Steve Siebold, CSP, author, 177 Mental Toughness Secrets of the World Class

About the Author
CLAUDYNE WILDER is president of Wilder Mangement Services in Boston, MA.