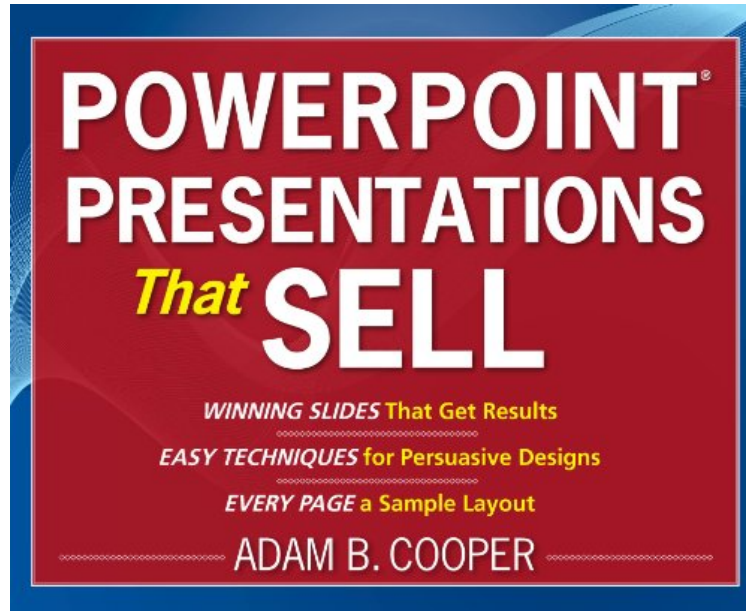


PowerPointreg; Presentations That Sell

Adam B. Cooper

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Adam B. Cooper : PowerPointreg; Presentations That Sell before purchasing it in order to gage whether or not it would be worth my time, and all praised PowerPointreg; Presentations That Sell:

3 of 3 people found the following review helpful. McKinsey Co -eque PowerPoint ApproachBy
Writer/Producer/DirectorFirst let me say that I have the utmost respect for McKinsey Company as a consultancy. However, I've always thought their slide and graphic design was among the worst of any major business. Not that they weren't well thought out or well-structured. No. What McKinsey presentation slides have always lacked is any real design interest or visual appeal. Adam Cooper's book is fantastic in terms of helping people structure their thoughts and in laying-out a logical progression and framework using PowerPoint. However, the graphic design of the individual slides and book is sleep inducing! I think its important to keep in mind that, when dealing with senior executives and the projects with which they are concerned, approx. 1/3 of your audience will only review the slides once -- when you first deliver the presentation, no matter what you do or say. Another 1/3 may read-and-reread the presentation repeatedly (no matter how well-designed or how badly-designed) simply because it relates to a subject over which they are accountable/responsible. Another 1/3 will "look" at the presentation and will only then decide to read it (or reread it) based on whether or not it "looks" interesting, authoritative, and worthwhile... and touches upon something they are directly or indirectly responsible. Unless you work for McKinsey (or Goldman Sachs, Bain, or BCG), you'd be better off spending considerable time and thought making certain that the slides and designs "look" as good as the messages they contain. In my view, this is where "PowerPoint Presentations That Sell" falls short. For other terrific books on PowerPoint presentations, I'd suggest "Presentation Jazz" by Anne Miller and "How to Win A Pitch" by Joey Asher. You may also want to consult Denise Shea at [...] (I have no affiliation with Denise or the Presentation Studio... but they do amazing work!) 0 of 0 people found the following review helpful. New tricks for an old dogBy GrexI have been using Ppt. since the 1990s. At various times I've taken all day classes and read countless books and articles. Mr. Cooper has provided a number of suggestions that are already benefiting me in my main endeavor which is to prepare Ppt slides to make my teaching faster and easier on me - while providing text and

illustrations before the eyes of my student attendees. His ideas about the first steps in preparing slides were the beginning of an interesting (even exciting) new period of slide preparation for me. This book is so exceptional that I have looked for other works by him - but, alas, I found none. 0 of 0 people found the following review helpful. This is hard work to read. By Analyst-1 This book is very complex and the whole point of powerpoint is to get the same point across to everyone. I was expecting examples of how to simply complex information into easy pictorial slide. I was also expecting a cheat list of rules to stick to when presenting. I guess i wanted the complexity that i already find in presenting simplified down to simple rules of thumb that were easy to remember and most of all EASY TO IMPLEMENT. I think this book is maybe more useful for a specific type of presentation

Powerful presentations that close every deal! It's time to rethink your approach to PowerPoint presentations. Rather than oversee data-filled information sessions, you need to tell a compelling story that holds your audience's attention while selling your ideas. PowerPoint Presentations That Sell helps business professionals efficiently structure presentations that address audience needs, while providing the necessary tools to create slide elements. With sample slides on every page, this unique guide explains how to: Format and organize slides to emphasize your main points Select and create compelling charts using data Use shortcut techniques to create slides faster Create a memorable, focused conclusion Ending with a case study displaying each presentation tip in action, PowerPoint Presentations That Sell replaces the same old features and benefits with actionable recommendations in a dynamic package guaranteed to get results.

About the Author Adam B. Cooper is a management consultant at a leading global consultancy. He lives in New York City.