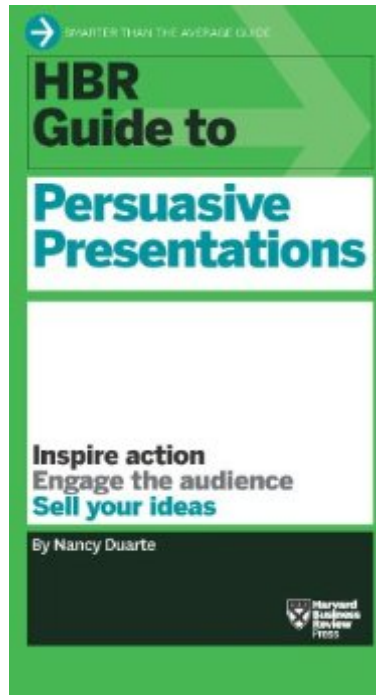# HBR Guide To Persuasive Presentations (HBR Guide Series)

## Synopsis

TAKE THE PAIN OUT OF PRESENTATIONS.Terrified of speaking in front of a group? Or simply looking to polish your skills? No matter where you are on the spectrum, this guide will give you the confidence and the tools you need to get results.Written by presentation expert Nancy Duarte, the HBR Guide to Persuasive Presentations will help you:&#149; Win over tough crowds&#149; Organize a coherent narrative&#149; Create powerful messages and visuals&#149; Connect with and engage your audience&#149; Show people why your ideas matter to them&#149; Strike the right tone, in any situation

## Book Information

File Size: 1899 KB

Print Length: 208 pages

Page Numbers Source ISBN: 1422187101

Publisher: Harvard Business Review Press (September 18, 2012)

Publication Date: September 18, 2012

Sold by:Â  Digital Services LLC

Language: English

ASIN: B009G1W9JO

Text-to-Speech:  Enabled

X-Ray:    Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting:  Not Enabled

Best Sellers Rank: #60,317 Paid in Kindle Store (See Top 100 Paid in Kindle Store)   #33 inÂ Kindle Store > Kindle eBooks > Business & Money > Skills > Business Writing   #49 inÂ Kindle Store > Kindle eBooks > Business & Money > Skills > Running Meetings & Presentations   #56 inÂ Books > Business & Money > Skills > Business Writing

## Customer Reviews

I'm a massive fanboy of Nancy Duarte. But I was not frothing at the mouth in anticipation of her new book after she revealed that much of it was contained material from her previous two books.Much of HBR Guide to Persuasive Presentations is an executive summary of Duarte's previous two books. As I went through, I often thought, "There's the presentation structure from Resonate.... ooh, and there are diagram types from Slide:ology." That said, even in sections that cover old ideas, there are

new examples. The book is right up to date, using examples from earlier this year.The last two sections of the book - "Delivery" and "Impact" - are the ones of most interest, because they have the most new material. There's a good section on giving webinars and other remote presentations online. How can you give a presentation that people will listen to... when people are much more likely to check email during that time? There's a discussion on working with an interpreter to deliver a presentation to people who don't speak your language.Online crowds might be interested in her sections on following-up presentations with social media tools. For example, she encourages speakers to create a hashtag for their presentations - but not "canned" tweets. She cites research that people want to determine what's important, so suggesting tweets to the audience makes it less likely people will use it. There's also good discussion about the pros and cons of monitoring the backchannel during a conference, for example.HBR Guide to Persuasive Presentations is a very different beast from Slide:ology and Resonate. The size of the book is something you can readily throw in a backpack or purse, rather than the oversized trade paperback of the predecessors. The production is spare.

This is one of the first volumes in a new series of anthologies of articles previously published in Harvard Business Review or, in this instance, a series of tutorials provided by Nancy Duarte in which she shares information, insights, and counsel about how to prepare and then deliver persuasive, high-impact presentations.As is also true of volumes in other such series, notably HBR Essentials, HBR Must Reads, and HBR Management Tips, HBR Guides offer great value in several ways. Here are two: Cutting-edge thinking from 25-30 sources in a single volume at a price (about $12.50 from  in the bound version) for a fraction of what article reprints would cost.The material was selected and to help those who read this book to improve their abilities to convince members of an audience why the given ideas matter to them, win over tough crowds, balance emotional and analytical appeal of the given "message," craft memorable phrases and examples, create powerful visuals when needed, strike the right tone, hold an audience's attention, and measure the impact of the presentation.Duarte organizes her material within seven sections. All of it is of outstanding quality and value. These are among the dozens of passages of special interest to me, each prefaced by "How to...":o Present Clearly and Concisely to Senior Executives (Pages 11-20)"Help them make big decisions on a tight schedule."o Anticipate and Prepare for Resistance (33-36)"Think through opposing perspectives."o Create a Solid Structure (65-66)"Storytelling principles provide a framework."o Determine the Right Length for Your Presentation (99-102)"Keep your audience engaged by budgeting your time.

HBR Guide to Persuasive Presentations (HBR Guide Series) (Harvard Business Review Guides) HBR Guide to Persuasive Presentations (HBR Guide Series) Strategic Storytelling: How to Create Persuasive Business Presentations Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations HBR Guide to Project Management (HBR Guide Series) HBR Guide to Better Business Writing (HBR Guide Series) HBR Guide to Getting the Right Work Done (HBR Guide Series) Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits When I Stop Talking, You'll Know I'm Dead: Useful Stories from a Persuasive Man Hypnotherapy Scripts: A Neo-Ericksonian Approach to Persuasive Healing Persuasion: The Secret to be Persuasive and to Have Influence at the Workplace Yes!: 50 Scientifically Proven Ways to Be Persuasive Should We Have Pets?: A Persuasive Text Persuasive Technology: Using Computers to Change What We Think and Do (Interactive Technologies) Guide to Presentations (4th Edition) (Pearson Guide to Series in Business Communication) 1,000 Food Art and Styling Ideas: Mouthwatering Food Presentations from Chefs, Photographers, and Bloggers from Around the Globe (1000 Series) Better Presentations: A Guide for Scholars, Researchers, and Wonks Distinctive Presentations In Needle Art: A Complete Guide to Professional Finishing for Your Needlework How to Create Powerful Powerpoint 2010 Presentations Quickly and Easily: A Quick-start Guide to Using Powerpoint (Business Basics for Beginners Book 19) Presentation Zen Design: Simple Design Principles and Techniques to Enhance Your Presentations