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combination of the words slide (as in PowerPoint slide) and ideology, which is an apt description for the book. Although there are specific prescriptions for making successful presentations, the book does a better job at presenting Nancy Duarte's ideology (although I would use the word methodology) for crafting presentations.

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guide on creating compelling visual material for presentations, promotional materials, and stories. The book is an easy read and visually very appealing. With a list price of \$34.99, I found the book to be a very affordable introduction to the world of the graphic designer.

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Duarte: Slide:ology,  
The Art and Science of  
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Presentations. In a  
previous entry, I talked  
about how humans  
have evolved to  
survive in groups. This  
means that  
communicating ideas  
effectively is essential  
for our existence. This  
is even more valid in  
the sphere of business.

**Presentation Tips  
From Nancy Duarte's**  
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Slide:ology reaches a  
broad audience  
because it offers a new  
way to think about  
presentations. It also  
provides practical  
examples and inside  
tips for the beginners  
on how to turn words  
into visual images.

**slide:ology: The Art  
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book by Nancy  
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Finally! Nancy Duarte,  
the Principle of Duarte  
Design (the firm behind  
the creation of Al  
Gore's Oscar-winning  
presentations), has  
published a  
presentation book for  
the rest of us. It's called  
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Slide:ology is practical,  
it's highly visual, and  
it's beautiful. I love this  
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Decision-Support.

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Nancy Duarte.

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**Review:**

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'slide:ology is a  
beautifully-designed,  
practical guide to  
creating visually  
effective presentations.  
While referencing the  
work that has gone on  
before, Nancy brings a  
fresh perspective to  
this inaugural effort.

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