

# Read Online Resonate Present Visual Stories That Transform Audiences

## Resonate Present Visual Stories That Transform Audiences

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## The Story of Resonate Marketing**Resonate Present Visual Stories That**

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

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## **Resonate: Present Visual Stories That Transform Audiences**

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Her new book, resonate: Present Visual Stories that Transform Audiences, is a prequel to the best-selling slide:ology, which set a new standard for excellence in PowerPoint design. Resonate is the book to read before you read slide:ology, because it explains how to understand audiences, create persuasive content and structure a talk before firing up PowerPoint.

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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 theyve wasted their time?

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The book “resonates” with us. Nancy Duarte’s latest work, *resonate: Present Visual Stories that Transform Audiences* is such a book. *resonate* (yes, the “r” is intentionally lower case) is a glossy, beautifully designed, over-sized offering that is bursting with vivid images. But it is the underlying content and structure of the book that make it a must-buy for any serious student of public speaking.

## **resonate: Present Visual Stories that Transform Audiences**

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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*Resonate: Present Visual Stories that Transform Audiences* Author has a proven track record, including having created the slides in Al Gore's Oscar-winning *An Inconvenient Truth* Focuses on content development methodologies that are not only fundamental but will move people to

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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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