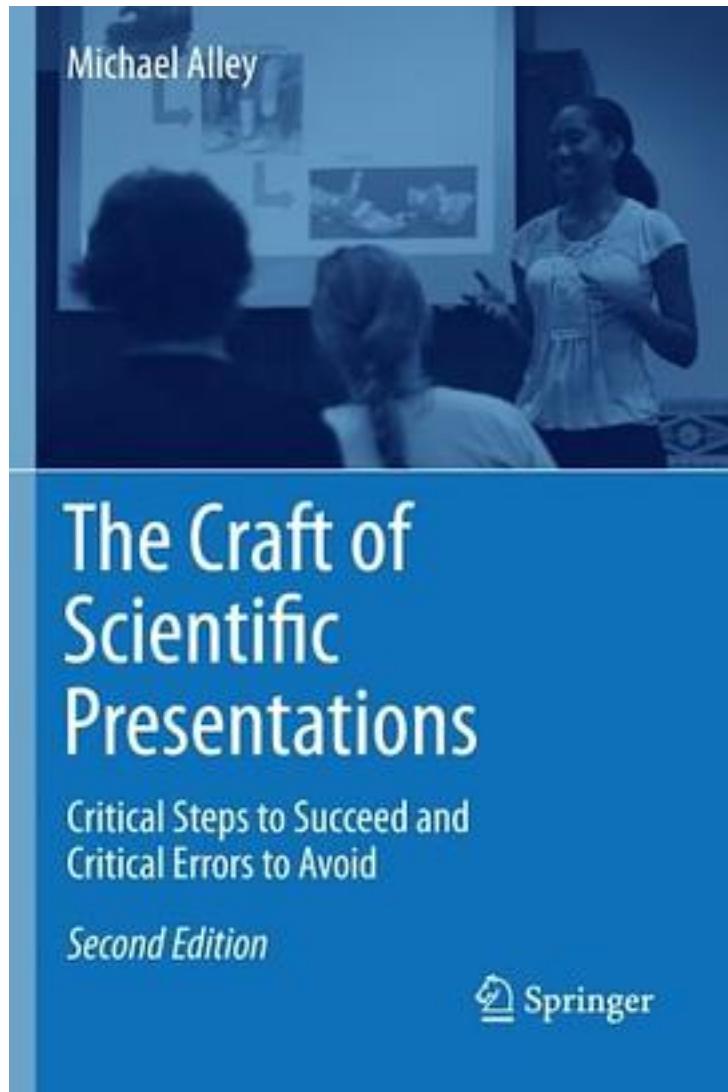


The Craft of Scientific Presentations



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This timely and hugely practical work provides a score of examples from contemporary and historical scientific presentations to show clearly what makes an oral presentation effective. It considers presentations made to persuade an audience to adopt some course of action (such as funding a proposal) as well as presentations made to communicate information, and it considers these from four perspectives: speech, structure, visual aids, and delivery. It also discusses computer-based projections and slide shows as well as overhead projections. In particular, it looks at ways of organizing graphics and text in projected images and of using layout and design to present the information efficiently and effectively.

作者介绍:

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标签

Writing

Skills

Presenting

PPT

论文写作

英文原版

美国

学术写作

评论

大部分的内容都已经知道了，作者倒是很会用讲故事的方法来讲道理。。。

Always easier to read than to do it

关于Scientific Presentation的一切，作者文风友好、易读，犹如良师在耳边传授知识。

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书评

这几个月一直都在写PhD proposal，前前后后用了一个多月的时间，其间被各种高人修改，教训不是一般的惨痛。
第一次修改：语法，主要涉及主谓一致等经典性问题
第二次修改：是由一位aggressive Postdoc操刀，指出两大问题：句子太长太复杂，写东西不够forthright。一个想法不是。
..

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