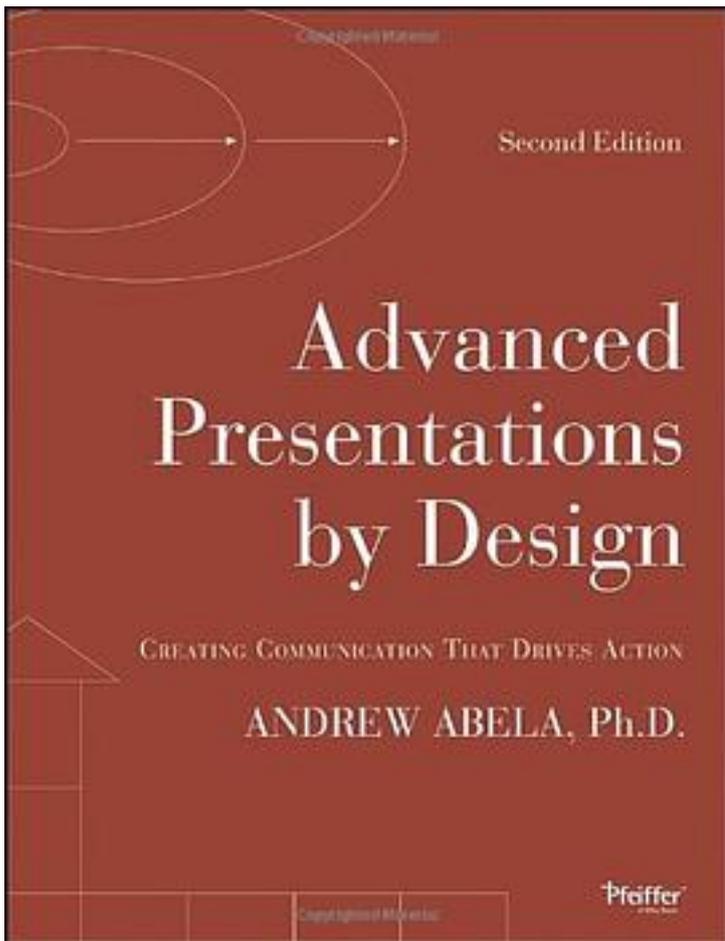# Advanced Presentations by Design

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出版者:

出版时间:2013-4

装帧:

isbn:9781118347911

Offering a new, exciting approach to the typically conventional practice for creating presentations, this new edition to a popular resource has compiled its material from more than 200 research studies in the fields of communication, marketing, psychology,

multimedia, and law. The book demonstrates how to adapt a presentation to different audience personality preferences, what role the data should play and how much of it is necessary, how to turn data into a story, and how to design persuasive-yet-comprehensible visual layouts.

作者介绍:

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标签

PPT

评论

通过who what how的循环思考方式进行了PPT制作的阐述，十分适合日常工作汇报的ppt思路梳理，也提供了非常多有用的模板与mindmap。推荐

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书评

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