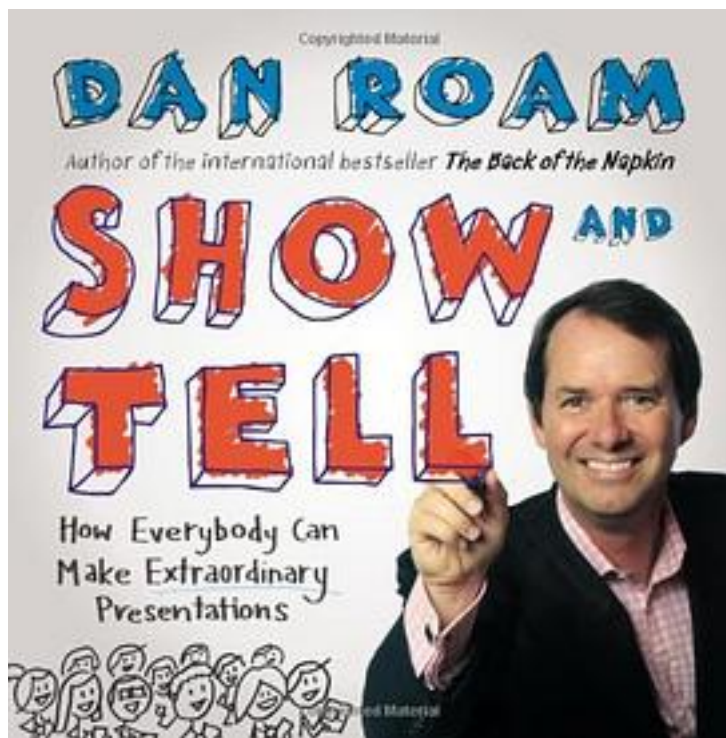


Show and Tell



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著者:Dan Roam

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“If I tell you the truth, if I tell it with a story, and if I tell that story with pictures, I can keep you glued to your seat. Let me show you how.”

For the vast majority of us, giving a presentation is an extremely difficult and nerve-wracking process, whether we’re in a one-on-one meeting, a conference room with a dozen strangers, or a lecture hall in front of thousands.

But according to Dan Roam, the visual communications expert and acclaimed author of *The Back of the Napkin*, it doesn’t have to be so hard. We struggle when we forget

the basic steps we learned in kindergarten: show and tell.

In this short but powerful book, Roam introduces a new set of tools for making extraordinary presentations in any setting. He also draws on ideas he's been honing for more than two decades, as an award-winning presenter who has brought his whiteboard everywhere from Fortune 500 companies to tiny startups to the White House.

Even if you're already a good speaker, you'll learn more about understanding your audience, organizing your content, building a clear storyline, creating effective visuals, and channeling your fear into fun. And you'll master three fundamental rules:

- When we tell the truth, we connect with our audience, we become passionate, and we find self-confidence.
- When we tell a story, we make complex concepts clear, we make ideas unforgettable, and we include everyone.
- When we use pictures, people see exactly what we mean, we captivate our audience's mind, and we banish boredom.

From nailing the opening to leaving a lasting impression, you'll soon be able to give the performance of a lifetime . . . time after time.

作者介绍:

DAN ROAM is the author of the international bestseller *The Back of the Napkin*, the most popular visual-thinking business book of all time. *Fast Company*, *BusinessWeek*, and *The Times* (of London) named it the best creativity and innovation book of the year. His other books are *Unfolding the Napkin* and *Blah Blah Blah*.

Dan is the founder and president of Digital Roam Inc., a consulting firm that uses visual thinking to solve complex problems for clients such as Google, Boeing, eBay, Microsoft, Walmart, Wells Fargo, the U.S. Navy, and the U.S. Senate. He lives in San Francisco.

目录:

[Show and Tell_下载链接1](#)

标签

可视化

思维

设计

营销

商务视觉呈现

商业

信息图表

沟通

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图书馆瞟见，觉得还挺有意思，看起来也很快，刷刷就翻完了。Puma啥的纯属瞎卖萌，不过对做报告的四个套路以及怎么用视觉辅助那几个W几个H的总结还是挺有用的。简笔画简直了，自己做笔记用用还不错，看不到能放在ppt上的那一天。除非哪天我要是自己当老板了，给下属开会ppt每页都放一个简笔画狸猫

interesting

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