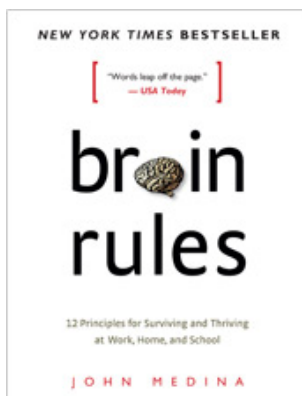


Presentation Secrets of Steve Jobs *Carmine Gallo*

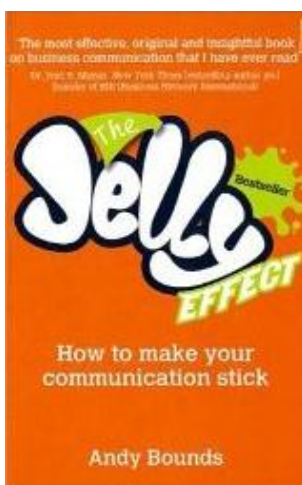
This book covers all the bases for anyone who needs to do stand-up presentations in front of an audience. I would not really describe most of the ideas as “secrets” –the techniques shown here are well known amongst presentation professionals. Nor are they unique to Steve Jobs, but as a great presenter he is held up as a good example of many of the principles discussed. Overall, a useful and relatively easy read.



Brain Rules - John Medina

Brain Rules does not set out to make you a better presenter, but to explain some simple, practical rules about how our brains work. However, in this book you will find new ways to present material, especially where you need people to remember information clearly.

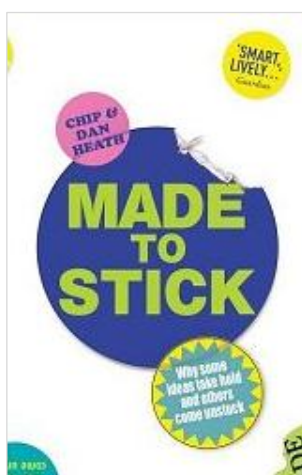
I have also been able to apply some of the ideas when on the other side of the fence, sat in the audience, to improve my own retention of information. More information at BrainRules.net



The Jelly Effect - Andy Bounds

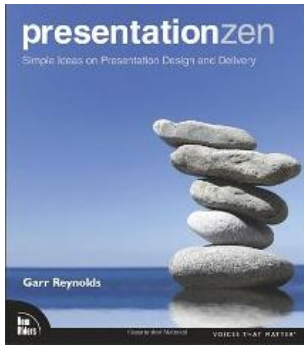
Andy Bounds understands how to communicate clearly and describes some very simple principles of how to achieve better results in your own dealings with other people. While much of the book is about selling and networking, there is a substantial section about presenting as well.

The only negative part for me is that the book can be a little prescriptive at times, telling you to follow exact sets of rules, remembered by somewhat contrived acronyms. More information at JellyEffect.com



Made to Stick - Chip and Dan Heath

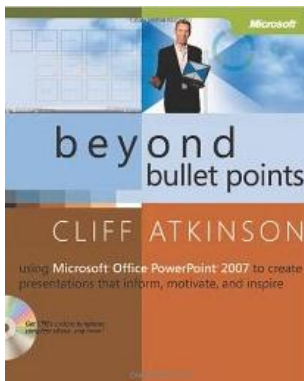
Another book about communication in more general terms than just about presentations. The practical advice given focuses on how to make sure that people understand your message so they can remember it and motivate them to go on to take action. Worthwhile reading for anyone writing, mentoring or presenting.



Presentation Zen - Garr Reynolds

One of the first books I read about better presentation design and still a classic today. Garr Reynolds provides great guidance about choosing the right content and building presentations which engage audiences to great effect. While much of the book leans towards slide-based presentations, there is still a wealth of great information here about the principles of good design, clear messages and telling stories. His later book, *The Naked Presenter* takes some of these ideas further.

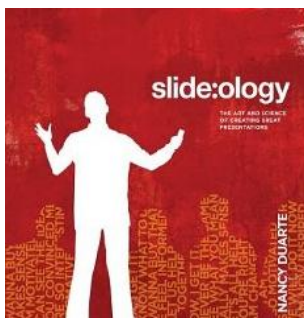
More information at PresentationZen.com



Beyond Bullet Points - Cliff Atkinson

This book is aimed squarely at people who want to use software such as PowerPoint to help them deliver great presentations. There are many great ideas in this book to help plan and design a presentation to tell a story and lead the audience through your ideas. The overall aim is to provide a framework to help you develop your ideas in a very structured way, and while this may at times appear prescriptive there are still valuable concepts to use here even if you don't apply the whole methodology.

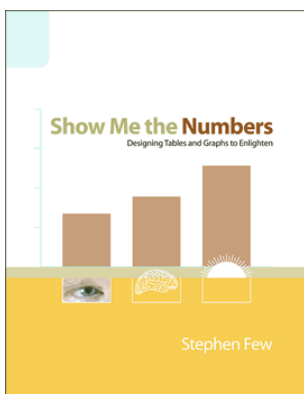
More information at BeyondBulletPoints.com



slide:ology - Nancy Duarte

Of all the books here, this one is probably the most oriented towards slide design, graphics and the visual side of presenting. This does include lots of ideas about how to translate complex messages into simple visual concepts, and the process of planning and designing a presentation as an individual or as a group, and using traditional methods rather than relying solely on software.

More information at slideology.com



Show Me the Numbers - Stephen Few

This is an absolutely essential book for anyone who needs to be able to present numerical data visually, using tables and charts as effectively as possible. All of the methods described in the book are rooted in proven psychological principles of human visual perception, although it never feels highbrow or intellectual in tone. On the contrary, while reading this you are more likely to be thinking “well that’s obvious – now that someone has explained it clearly”.

Everything you read here will provide practical ways to improve how you use numbers in presentations, whether in front of a live audience or as accompanying hand-out materials. Using data to back up your ideas is very important in our information age, and this book will help you do this as successfully as possible.

More information at perceptualedge.com