

Resonate Present Visual Stories That Transform Audiences

The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience
Unleash the Power of Storytelling
Library Resources & Technical Services
The Story Factor
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The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience

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 they've wasted their time? All too often, presentations don't resonate with the audience and move them to transformative action. 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. Using this approach, you'll convey your content with passion, persuasion, and impact. 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 action. Upends the usual paradigm by making the audience the hero and the presenter the mentor. Shows how to use story techniques of conflict and resolution. Presentations don't have to be boring ordeals. You can make them fun, exciting, and full of meaning. Leave your audiences energized and ready to take action with Resonate.

Unleash the Power of Storytelling

Presents practical approaches for developing an effective presentation, covering such topics as creating diagrams, displaying data, arranging elements, creating movement, and interacting with slides.

Library Resources & Technical Services

The Story Factor

Voice and Tone Strategy

Readers will learn to understand the story behind the data and how to influence the people with a DataStory.

Presentation Zen Storytelling

Houston, We Have a Narrative

Explores the latest beliefs about why people tell stories and what stories reveal about human nature, offering insights into such related topics as universal themes and what it means to have a storytelling brain.

HBR Guide to Persuasive Presentations

This modern classic teaches you to use the art of storytelling to persuade, motivate, and inspire in life and business. Anyone seeking to influence others must first know their own story, and how to tell it properly. Whether you're proposing a risky new venture, trying to close a deal, or leading a charge against injustice, you have a story to tell. Tell it well and you will create a shared experience with your listeners that can have profound results. In this modern classic, Annette Simmons reminds us that the oldest tool of influence is also the most powerful. Showcasing over a hundred examples of effective storytelling drawn from the front lines of business and government, as well as myths, fables, and parables from around the world, Simmons illustrates how story can be used to persuade, motivate, and inspire in ways that cold facts, bullet points, and directives can't. These stories, combined with practical storytelling techniques, show anyone how to become a more effective communicator and achieve their goals.

Stories that Move Mountains

Today everyone—whether they know it or not—is in the emotional transportation business. More and more, success is won by creating compelling stories that have the power to move partners, shareholders, customers, and employees to action. Simply put, if you can't tell it, you can't sell it. And this book tells you how to do both. Historically, stories have always been

igniters of action, moving people to do things. But only recently has it become clear that purposeful stories—those created with a specific mission in mind—are absolutely essential in persuading others to support a vision, dream or cause. Peter Guber, whose executive and entrepreneurial accomplishments have made him a success in multiple industries, has long relied on purposeful story telling to motivate, win over, shape, engage and sell. Indeed, what began as knack for telling stories as an entertainment industry executive has, through years of perspiration and inspiration, evolved into a set of principles that anyone can use to achieve their goals. In *Tell to Win*, Guber shows how to move beyond soulless Power Point slides, facts, and figures to create purposeful stories that can serve as powerful calls to action. Among his techniques: * Capture your audience's attention first, fast and foremost * Motivate your listeners by demonstrating authenticity * Build your tell around "what's in it for them" * Change passive listeners into active participants * Use "state-of-the-heart" technology online and offline to make sure audience commitment remains strong To validate the power of telling purposeful stories, Guber includes in this book a remarkably diverse number of "voices" —master tellers with whom he's shared experiences. They include YouTube founder Chad Hurley, NBA champion Pat Riley, clothing designer Normal Kamali, "Mission to Mars" scientist Gentry Lee, Under Armour CEO Kevin Plank, former South African president Nelson Mandela, magician David Copperfield, film director Steven Spielberg, novelist Nora Roberts, rock legend Gene Simmons, and physician and author Deepak Chopra. After listening to this extraordinary mix of voices, you'll know how to craft, deliver—and own—a story that is truly compelling, one capable of turning others into viral advocates for your goal.

Story Smart: Using the Science of Story to Persuade, Influence, Inspire, and Teach

Connections. We all want them. We seek them in our everyday lives, in our relationships with people, places and things. Emotion is at the heart of any meaningful connection, and how we talk to each other taps into it. Our character, brought to life through our voice, is the most powerful tool we have to connect with people, especially when it comes to connecting on an emotional level. In the past, a transactional relationship with customers was sufficient. A simple experience that delivered a clear benefit, such as extra money in their pocket or the easy completion of a task, was all you needed to satisfy and retain existing customers. But times have changed. Today, more than ever, consumers gravitate toward—and increasingly, crave—meaningful experiences. This book focuses on the role of a voice and tone strategy as a part of a successful content strategy. *Voice and Tone Strategy: Connecting with People through Content* shows you how to create a voice and tone strategy that addresses customer needs and helps you build exceptional customer relationships.

Tell to Win

'Illuminate' demonstrates how, though the power of persuasive communication, one can turn an idea into a movement, as compared with the likes of Steve Jobs, Dr. Martin Luther King, Jr., Starbucks, IBM, and more.

Presentation Zen Design

People forget facts, but they never forget a good story. \It sounds so simple: Incorporate a story and people will remember your message. But when you get down to crafting one, there's nothing easy about it. Material for stories surrounds us. Yet few people are skilled at sharing personal anecdotes and even fewer know how to link them to professional goals. Whether you want to stand out in the interview process, add punch to a presentation, or make a compelling case for a new initiative, *Let the Story Do the Work* shows you how to mine your experience for simple narratives that convey who you are, what you want to achieve, and why others should care. Packed with enlightening examples, the book explains how to find the perfect hook, structure your story and deliver it at the right time in the right way. You'll discover how to use stories to:

- * Engage your audience
- * Change minds
- * Inspire action
- * Bring facts and data to life
- * Clarify challenging concepts
- * Pitch persuasively
- * Fundraise effectively
- * And more

Never underestimate the power of a great story. Learn to leverage the elements of storytelling-and turn everyday communications into opportunities to connect, gain buy-in, and build lasting relationships.

Fly!

Nobody understands how Alex Wolf built a cult following of over half a million millennials for her first brand in less than a year. Nobody understands why she left it all to become a writer either. *RESONATE* is Wolf's informative and occasionally hilarious look at the intersection of human nature, technology, and how understanding both can help anyone creative build a following of their own. Named as one of the "Top 100 Most Creative People in Business" by Fast Company Magazine, Inc.'s "Top Creative Entrepreneurs In Marketing and Media," and Adweek's "Top 20 Influencers Who Radiate Creativity & Get Everyone Talking," there's no advice Alex Wolf gives that even the most powerful CEOs can resist taking into consideration. "Alex Wolf is shaping the way we envision the new business person." -- Entrepreneur Magazine "Keeping an eye on trends to predict which products, technologies and services will pop in the marketplace is this avowed futurist's stock in trade." -- Adweek Magazine "A must have for any creative who has the courage to be heard." -- Daniel DiPiazza, Best Selling Author

Lead with a Story

The Wall Street Journal Bestseller! Updated to include Steve Jobs's iPad and iPad2 launch presentations "The Presentation Secrets of Steve Jobs reveals the operating system behind any great presentation and provides you with a quick-start guide to design your own passionate interfaces with your audiences." —Cliff Atkinson, author of *Beyond Bullet Points* and *The Activist Audience* Former Apple CEO Steve Jobs's wildly popular presentations have set a new global gold standard—and now this step-by-step guide shows you exactly how to use his crowd-pleasing techniques in your own presentations. The

Presentation Secrets of Steve Jobs is as close as you'll ever get to having the master presenter himself speak directly in your ear. Communications expert Carmine Gallo has studied and analyzed the very best of Jobs's performances, offering point-by-point examples, tried-and-true techniques, and proven presentation secrets in 18 "scenes," including: Develop a messianic sense of purpose Reveal the Conquering hero Channel your inner Zen Stage your presentation with props Make it look effortless With this revolutionary approach, you'll be surprised at how easy it is to sell your ideas, share your enthusiasm, and wow your audience the Steve Jobs way. "No other leader captures an audience like Steve Jobs does and, like no other book, The Presentation Secrets of Steve Jobs captures the formula Steve uses to enthrall audiences." —Rob Enderle, The Enderle Group "Now you can learn from the best there is—both Jobs and Gallo. No matter whether you are a novice presenter or a professional speaker like me, you will read and reread this book with the same enthusiasm that people bring to their iPods." —David Meerman Scott, bestselling author of The New Rules of Marketing & PR and World Wide Rave

The Best Story Wins

This one-of-a-kind book reveals the secrets of a story's power to persuade, inspire, influence, and to teach. • Shows how to use the power of story to get your message across in any medium or venue • Explores the convergence of the neural science of story with the art of communication to reveal the power of words • Provides tips, techniques, and strategies for structuring your stories for the most impact • Reveals the common communication pitfalls to avoid

The Storytelling Animal

It's the new nonfiction: the creative hybrid combining the readability and excitement of fiction with the best of expository prose; the innovative genre that has been awarded virtually every Pulitzer Prize for literary journalism since 1979. In this book, an undisputed master of the great American nonfiction short story shares his secrets.

Writing for Story

How did a Venice Beach T-shirt vendor become television's most successful producer? How did an entrepreneur who started in a garage create the most iconic product launches in business history? How did a timid pastor's son overcome a paralyzing fear of public speaking to captivate sold-out crowds at Yankee Stadium, twice? How did a human rights attorney earn TED's longest standing ovation, and how did a Facebook executive launch a movement to encourage millions of women to "lean in"? They told brilliant stories. In *The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch on and Others Don't*, keynote speaker, bestselling author, and communication expert Carmine Gallo

reveals the keys to telling powerful stories that inspire, motivate, educate, build brands, launch movements, and change lives. The New York Times has called a well-told story "a strategic tool with irresistible power" - the proof lies in the success stories of 50 icons, leaders, and legends featured in *The Storyteller's Secret*: entrepreneurs like Richard Branson, Sara Blakely, Elon Musk, Steve Jobs, and Sheryl Sandberg; spellbinding speakers like Dr. Martin Luther King, Jr., Bryan Stevenson, and Malala Yousafzai; and business leaders behind famous brands such as Starbucks, Southwest Airlines, Wynn Resorts, Whole Foods, and Pixar. Whether your goal is to educate, fundraise, inspire teams, build an award-winning culture, or to deliver memorable presentations, a story is your most valuable asset and your competitive advantage. In *The Storyteller's Secret*, Gallo explains why the brain is hardwired to love stories - especially rags-to-riches stories - and how the latest science can help you craft a persuasive narrative that wins hearts and minds. "The art of storytelling can be used to drive change," says billionaire entrepreneur Richard Branson. And since the next decade will see the most change our civilization has ever known, your story will radically transform your business, your life, and the lives of those you touch. Ideas that catch on are wrapped in story. Your story can change the world. Isn't it time you shared yours?

Non Obvious Megatrends

Changing hearts is an important part of changing minds. Research shows that appealing to human emotion can help you make your case and build your authority as a leader. This book highlights that research and shows you how to act on it, presenting both comprehensive frameworks for developing influence and small, simple tactics you can use to convince others every day. This volume includes the work of: Nick Morgan Robert Cialdini Linda A. Hill Nancy Duarte This collection of articles includes "Understand the Four Components of Influence," by Nick Morgan; "Harnessing the Science of Persuasion," by Robert Cialdini; "Three Things Managers Should Be Doing Every Day," by Linda A. Hill and Kent Lineback; "Learning Charisma," by John Antonakis, Marika Fenley, and Sue Liechti; "To Win People Over, Speak to Their Wants and Needs," by Nancy Duarte; "Storytelling That Moves People," an interview with Robert McKee by Bronwyn Fryer; "The Surprising Persuasiveness of a Sticky Note," by Kevin Hogan; and "When to Sell with Facts and Figures, and When to Appeal to Emotions," by Michael D. Harris. How to be human at work. The HBR Emotional Intelligence Series features smart, essential reading on the human side of professional life from the pages of Harvard Business Review. Each book in the series offers proven research showing how our emotions impact our work lives, practical advice for managing difficult people and situations, and inspiring essays on what it means to tend to our emotional well-being at work. Uplifting and practical, these books describe the social skills that are critical for ambitious professionals to master.

Resonate

In his internationally acclaimed, best-selling book *Presentation Zen: Simple Ideas on Presentation Design and Delivery*,

presentation master Garr Reynolds gave readers the framework for planning, putting together, and delivering successful presentations. Now, he takes us further into the design realm and shows how we can apply time-honored design principles to presentation layouts. Throughout Presentation Zen Design, Garr shares his lessons on designing effective presentations that contain text, graphs, color, images, and video. After establishing guidelines for each of the various elements, he explains how to achieve an overall harmony and balance using the tenets of Zen simplicity. Not only will you discover how to design your slides for more professional-looking presentations, you'll learn to communicate more clearly and will accomplish the goal of making a stronger, more lasting connection with your audience.

Influence and Persuasion (HBR Emotional Intelligence Series)

(E-Z Play Today). 9 selections from this Tony Award winning Broadway musical, arranged in our easy to read and play E-Z Play Today notation. Includes: For Forever * Good for You * If I Could Tell Her * Only Us * Sincerely, Me * So Big/So Small * Waving Through a Window * Words Fail * You Will Be Found.

Presentation Zen

Public Speaking is an important skill which anyone can acquire and develop. The book consists of basic principles of effective speaking, technique of effective speaking, and the three aspects of every speech and effective methods of delivering a talk. All this relates to business, social and personal satisfaction which depend heavily upon our ability to communicate clearly to others. A must read book for effective speaking.

Dear Evan Hansen

By leveraging techniques normally reserved for cinema and literature, "Resonate" reveals how to transform any presentation into an engaging journey. You will discover how to understand your audience, create persuasive content, and elicit a groundswell response. With "Resonate," you'll be able to: Leverage the hidden story structures inherent in great communication Connect with your audience empathetically Create captivating content Craft ideas that get repeated Inspire enthusiasm and support for your vision "Finally! Someone has incorporated the power of story into presentations!" --Damon Lindelof, Co-creator of "LOST" "To write a book about effective and inspiring communication is a challenge because it has to demonstrate what it advocates. Nancy Duarte has certainly done that. Compelling. Convincing. Utterly practical. This is a gem!" --Patrick Lencioni, President, The Table Group Author, "The Five Dysfunctions of a Team" "Few things excite me more than a great communicator--something I've wanted to be ever since I ran for president of the seventh grade. While I think I've come a long way on that journey, I never fully understood what it takes to be a world-class communicator until I read

Nancy Duarte's "Resonate." Read this book, absorb this book, practice what it preaches, and you'll be on your way to being a great communicator. Thanks, Nancy." --Ken Blanchard, Co-author of "The One Minute Manager," Recipient of Golden Gavel Award

The Storyteller's Secret

Ask a scientist about Hollywood, and you'll probably get eye rolls. But ask someone in Hollywood about science, and they'll see dollar signs: moviemakers know that science can be the source of great stories, with all the drama and action that blockbusters require. That's a huge mistake, says Randy Olson: Hollywood has a lot to teach scientists about how to tell a story—and, ultimately, how to do science better. With *Houston, We Have a Narrative*, he lays out a stunningly simple method for turning the dull into the dramatic. Drawing on his unique background, which saw him leave his job as a working scientist to launch a career as a filmmaker, Olson first diagnoses the problem: When scientists tell us about their work, they pile one moment and one detail atop another moment and another detail—a stultifying procession of “and, and, and.” What we need instead is an understanding of the basic elements of story, the narrative structures that our brains are all but hardwired to look for—which Olson boils down, brilliantly, to “And, But, Therefore,” or ABT. At a stroke, the ABT approach introduces momentum (“And”), conflict (“But”), and resolution (“Therefore”)—the fundamental building blocks of story. As Olson has shown by leading countless workshops worldwide, when scientists' eyes are opened to ABT, the effect is staggering: suddenly, they're not just talking about their work—they're telling stories about it. And audiences are captivated. Written with an uncommon verve and enthusiasm, and built on principles that are applicable to fields far beyond science, *Houston, We Have a Narrative* has the power to transform the way science is understood and appreciated, and ultimately how it's done.

Visual Stories

Discusses how readers can make persuasive presentations that inspire action, engage the audience, and sell ideas.

Resonate: For Anyone Who Wants to Build an Audience

Whatever your creative agenda is, use this book to instantly generate new ideas. Attractive and easy-to-use, *Creativity Now* provides an instant source of inspiration for times when creative stimulation runs dry. This updated edition is packed full of innovative exercises, tips, tricks, stories and inspirational examples. You will find out how to unleash endless streams of ideas on any topic and turn them into a success. Both creative in content and format, each page has been designed to give you an instant jolt of inspiration the moment you look inside. Divided into four parts, you will find help with: 1)

Dreaming - getting into the state of mind to invite new ideas. 2) Originating - different ways to come up with new, exciting and innovative ideas on any topic. 3) Applying - taking action and turning ideas into reality. 3) Adapting - how others successfully realised their dream. Bonus materials, including audio and video tips are available at www.CreativityNowOnline.com

Visual Strategies

"A terrific and timely book that makes a compelling case for fundamentally rethinking how your business communicates. Recommended!" —Jay Baer, founder of Convince & Convert and author of Hug Your Haters "Once upon a time, storytelling was confused with talking at people. Not anymore. Shane and Joe are your narrators in a journey that will transform how you talk to other human beings to be more believable, relevant, compelling and unforgettable." —Brian Solis, experience architect, digital anthropologist, best-selling author "Shane Snow and Joe Lazauskas spend the overwhelming majority of their time thinking, writing, and theorizing about brand storytelling - so you don't have to. They're smart and they know this topic inside out (and sideways). Read their book. While I can't guarantee you'll rise to Shane and Joe's ridiculously obsessive level, you will be infinitely better prepared to tell your own brand's story. Promise!" —Rebecca Lieb, Analyst, Author & Advisor "The Contently team understands the power of story, and how to craft and spread a great narrative, like no other. In an era where brand, design, and mission are a competitive advantage for every business, Contently underscores the importance of stories and how they transform companies and industries." —Scott Belsky, Entrepreneur, Investor, & Author (Founder of Behance, bestselling author of Making Ideas Happen) "I can't think of a better way to illustrate the power of story telling than by telling great stories. This book should be required reading not just by those with content in their titles, but by anyone in Marketing AND Sales. Then, when you're done, give it to your CEO to read but make sure you get it back, because I guarantee you'll refer to it more than once." —Shawna Dennis, Senior Marketing Leader "Neuroscience, algorithms, illustrations, personal anecdotes and good, old-fashioned empathy: This entertaining and informative tome journeys to the core of how we communicate and pushes us, as marketers and humans, to do it better, "speeding the reader through and leaving us wanting more." —Ann Hynek, VP of global content marketing at Morgan Stanley Transform your business through the power of storytelling. Content strategists Joe Lazauskas and Shane Snow offer an insider's guide to transforming your business—and all the relationships that matter to it—through the art and science of telling great stories. Smart businesses today understand the need to use stories to better connect with the people they care about. But few know how to do it well. In The Storytelling Edge, the strategy minds behind Contently, the world renowned content marketing technology company, reveal their secrets that have helped award-winning brands to build relationships with millions of advocates and customers. Join as they dive into the neuroscience of storytelling, the elements of powerful stories, and methodologies to grow businesses through engaging and accountable content. With The Storytelling Edge you will discover how leaders and workers can craft the powerful stories that not only build brands and engage customers, but

also build relationships and make people care—in work and in life.

Creativity Now

All New 10th Edition of the WSJ bestseller! Featuring 10 Bold new Trend Predictions Winner of 9 International Book Awards Introducing the highly awaited tenth edition of The Wall Street Journal bestseller and trend report featuring ten bold new megatrend predictions that will shape our world in the coming decade. What if you could predict the trends that will change your business? For the past ten years, Rohit Bhargava's signature annual Non-Obvious Trend Report has helped over a million readers discover more than 100 trends changing our culture. Now for the first time, Rohit and his team of Non-Obvious trend curators reveal ten revolutionary new Megatrends that are transforming how we work, play and live. -- How might the evolution of gender fluid toys change our culture? -- What can the popularity of handmade umbrellas and board games teach us about the future of business? -- Why do robot therapists and holographic celebrities actually demonstrate the importance of humanity? The answers to these questions may not be all that obvious, and that's exactly the point. This completely revised 10th Anniversary edition of Non-Obvious also offers an unprecedented look behind the scenes at the author's signature Haystack Method for identifying trends, and how you can learn to curate and predict trends for yourself. You don't need to be a futurist or innovator to learn to think like one. The key to growing your business or propelling your career into the next decade lies in better understanding the present. The future belongs to non-obvious thinkers and this book is your guide to becoming one. Winner: Eric Hoffer Business Book of the Year Winner: Axiom Award Silver Medal (Business Theory) Winner: INDIE Gold Medal (Business Business Book) Finalist: Leonard L. Berry Marketing Book Award Winner: IPPY Silver Medal (Best Business Book) Finalist: International Book Award (Best Business Book) Official Selection: Gary's Book Club at CES Winner: Non-Fiction Book Award (Gold Medal) Winner: Pinnacle Best Business Book Award

Presenting for Geeks

Hot Prospects

Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an

engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Illuminate

From successful financial consultant Bill Good, a new business book that updates his proven prospecting system for today's sales environment and explains how to find and cultivate clients in an era when cold calls are forbidden.

Let the Story Do the Work

A presentation is not about the content or about you - it's about your audience. Your job as a presenter is to take your audience to a place where they know about your topic, understand it and act on it. This book will show you how to achieve this. In their presentations, geeks usually focus on the facts. Which results in presentations that are accurate, cover every aspect of the topic - and tend to overwhelm the audience. As a result, the audience will remember little, if anything, of the actual content. Presenting for Geeks shows a different approach to presentations by putting the audience at the centre of everything. Seeing things from the audience's perspective leads to a more visual and engaging presentation style that helps them better understand and remember the content of the presentation. This approach is covered in three chapters: preparation, slides, presenting. Garr Reynolds, author of "Presentation Zen", about this book: "If you or someone on your team wants/needs good presentation advice from a fellow technical presenter, then this is the book."

Presenting to Win

In 2010, thousands of feet in the air above Singapore, the 469 passengers aboard QF32 found themselves in a crisis that no one could have anticipated when the A380 in which they were flying suffered a catastrophic explosion. Captain Richard de Crespigny and his crew confronted extraordinary challenges over the next four hours, with only three partially working engines, and a potentially explosive plane facing an imminent emergency landing. Even experienced crash-investigators later revealed they thought recovery in such circumstances was impossible. Yet in the end all aboard walked away safely. Why was there a seemingly miraculous outcome to what could so easily have become one of the world's worst aviation

disasters? And how did the captain and his crew remain so calm in such a stressful situation? The answer is leadership, teamwork and skill. In *Fly!*, Richard de Crespigny shares the insights and techniques he built up over decades in the high-pressure world of military and civilian aviation. Covering leadership, teamwork, risk-assessment, decision-making, crisis management, lifelong resilience and more, it's a book whose wisdom can be applied to challenges and opportunities in the workplace as well as to life. Including exclusive insights from fellow hero pilot Sully Sullenberger, astronaut Neil Armstrong, NASA's Gene Kranz and others who have, like Richard de Crespigny, succeeded under intense pressure, *Fly!* will enable everybody to perform at their best and to succeed in any situation.

Slide:ology

There is an art to capturing a photo that tells a story. You need to know what belongs in the frame and what to leave out, what to emphasize in the photo that adds to the story, and how to use light, shape, and color all to express meaning while lending aesthetic value to the image itself. Vincent Laforet—Pulitzer Prize-winning photographer and voted one of the "100 Most Influential People in Photography" by *American Photo*—gives a rare look into the art of photography through his lens as a master editorial and commercial photographer. This beautiful book contains full-color spreads, with scene details and technical information to help tell the visual stories of larger-than-life life events such as Hurricane Katrina, the Olympic Games, and the war zone of Pakistan. With over 100 photos included, you will gain important insights into how you can achieve similar looks—blending what the camera does with the stories you want to tell. Learn how the principles of photojournalism can be applied to telling stories with a single image. Use light, shape, and color to create rich photos that tell the story as well as add sensitivity to beauty and emotion. Learn how the relationship between foreground and background can be used to creatively produce images with strong impact, and choose lenses based on this discovery. Understand the value of an image and convey a more in-depth story of the subject in any genre of photography, including landscapes, close-ups, portraits, action shots, aerials, and more. Receive an up-close and personal view of the author and his work by watching over 60 videos on the accompanying DVD. All of Peachpit's eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: If you are able to search the book, search for "Where are the lesson files?" Go to the very last page of the book and scroll backwards. You will need a web-enabled device or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear.

Storytelling with Data

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

The Storytelling Edge

Helps scientists and engineers to communicate research results by showing how to create effective graphics for use in journal submissions, grant proposals, conference posters, presentations and more.

Resonate

"Features powerful stories for 21 of the toughest challenges businesspeople face"--Jacket.

Putting Stories to Work

Learn how to use stories and visuals to make top-notch presentations It's called CAST (Content, Audience, Story, & Tell) and it's been a quiet success, until now. Developed over a twelve year period as a presentation method to help Enterprise Architects, it was adopted by Microsoft Enterprise Architecture teams and filtered from IT managers to Sales, and beyond to major organizations around the world. Now, thanks to this unique book from an expert author team that includes two Microsoft presentation experts, you can learn how to use this amazing process to create and make high-impact presentations in your own organization. The book helps you build complete visual stories, step by step, by using the CAST method to first create a Story Map and from there, a compelling presentation. It includes sample Story Maps, templates, practical success stories, and more. You'll discover how to go beyond PowerPoint slides to create presentations that influence your peers and effect change. Explains the secrets of making presentations and effecting change using CAST to create Story Maps and from there, high-impact and visual presentations that tell a story Covers how to apply a range of techniques and what the results look like, using screenshots of presentations, one page hand outs, and basic delivery with whiteboards Coauthored by Microsoft experts and a visual design guru who have years of experience training professionals in these methods Includes sample Story Maps, templates, practical success stories, and more Learn how to sell your ideas and

trigger change in your company with Stories That Move Mountains: Storytelling and Visual Design for Persuasive Presentations.

The Quick and Easy Way to Effective Speaking

The Best Story Wins provides fresh perspectives on the principles of Pixar-style storytelling, adapted by one of the studio's top creatives to meet the needs of entrepreneurs, marketers, and business-minded storytellers of all stripes. Pixar movies have transfixed viewers around the world and stirred a hunger in creative and corporate realms to adopt new and more impactful ways of telling stories. Former Pixar and The Simpsons Animator and Story Artist Matthew Luhn translates his two and half decades of storytelling techniques and concepts to the CEOs, advertisers, marketers, and creatives in the business world and beyond. A combination of Luhn's personal stories and storytelling insights, The Best Story Wins retells the "Hero's Journey" story building methods through the lens of the Pixar films to help business minds embrace the power of storytelling for themselves!

Datastory

A fresh look at visualization from the author of Visualize This Whether it's statistical charts, geographic maps, or the snappy graphical statistics you see on your favorite news sites, the art of data graphics or visualization is fast becoming a movement of its own. In Data Points: Visualization That Means Something, author Nathan Yau presents an intriguing complement to his bestseller Visualize This, this time focusing on the graphics side of data analysis. Using examples from art, design, business, statistics, cartography, and online media, he explores both standard-and not so standard-concepts and ideas about illustrating data. Shares intriguing ideas from Nathan Yau, author of Visualize This and creator of flowingdata.com, with over 66,000 subscribers Focuses on visualization, data graphics that help viewers see trends and patterns they might not otherwise see in a table Includes examples from the author's own illustrations, as well as from professionals in statistics, art, design, business, computer science, cartography, and more Examines standard rules across all visualization applications, then explores when and where you can break those rules Create visualizations that register at all levels, with Data Points: Visualization That Means Something.

Data Points

Thirty million presentations will be given today. Millions will fail. Millions more will be received with yawns. A rare few will establish the most profound connection, in which presenter and audience understand each other perfectly...discover common ground... and, together, decide to act. In this fully updated edition, Jerry Weissman, the world's #1 presentation

consultant, shows how to connect with even the toughest, most high-level audiences and move them to action! He teaches presenters of all kinds how to dump those PowerPoint templates once and for all and tell compelling stories that focus on what's in it for the audience. Weissman's techniques have proven themselves with billions of dollars on the line. Thousands of his elite clients have already mastered them. Now it's your turn!

- What you must do to tell your story Focus before Flow: identifying your real goals and message
- The power of the WIIFY: What's In It For You Staying focused on what your audience really wants
- Capture your audience in 90 seconds... and never let go! Opening Gambits and compelling linkages
- Master the art of online Web conferencing Connecting with your invisible audience
- From brainstorming through delivery Crafting the Power Presentation, one step at a time Named by FORTUNE Magazine as a "Must-Read" "Jerry Weissman makes the challenge of producing and delivering effective presentations delightfully simple. Read it and benefit!" Tim Koogler, Founding CEO, Yahoo! "A great read for all of us who have ever struggled with any aspect of our public speaking skills. Presenting to Win contains the same timeless techniques that helped me [18] years ago." Jeff Raikes, former President, Microsoft Business Division, Microsoft Corporation, and CEO, Bill and Melinda Gates Foundation "Jerry is The Man when it comes to making great pitches. If your pitch doesn't get a whole lot better after reading this book, something is wrong with you." Guy Kawasaki, Managing Director and Chairman, Garage Technology Ventures, and bestselling author of The Art of the Start "Presenting to Win is the shortest path to applause for any presenter. It will be your bible for the PowerPoint Age. It's loaded with easy actions and real examples that really work. I've used them. I know." Scott Cook, Founder, Intuit

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