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Five Steps to Conquer 'Death by PowerPoint': Changing the world one conversation at a time (Volume 1)

Mr. Eric Bergman

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Regardless of whether you're presenting in a classroom, a lecture hall, a boardroom, a training room or a conference hall, if you're looking for a way to generate better outcomes from presentations, this book is exactly what you've been seeking.

"As a frequent speaker, I'm always looking for tools that sharpen my skills. Needless to say, I was intrigued by Eric Bergman's promise of techniques to avoid humdrum slide decks. 5 Steps to Conquer 'Death by PowerPoint' *proved to be worth the read."*

-- Roger Dooley, *Forbes*

5 Steps to Conquer 'Death by PowerPoint' was written to reduce presenter reliance on slide-driven presentations, certainly. But this book has insights that will help you communicate more effectively in a host of situations--whether you're delivering a formal keynote presentation to thousands or moving a sale forward with a single customer.

"An excellent book on communications that covers a wide range of communication topics. What sets this book apart is that it is founded on solid academic research. It is also clearly written and presented, making it a great book for students and practitioners alike."
-- David Straker, *Changing Minds*

You'll gain insight into matching your ideas to the needs, wants and desires of your audience. You'll learn to develop content quickly and efficiently. You'll may continue to use PowerPoint, but your slides will no longer become a barrier between you and those you're seeking to inform or persuade. And you'll gain valuable insight into the skill of answering questions effectively, which has the potential to positively impact every aspect of your personal and professional life.

"Eric Bergman provides straight-forward advice to presenting ideas effectively. This book is well worth reading."

-- Glenn Ives, Chairman, Deloitte & Touche LLP

If you're a sales executive looking to enhance the results generated by sales presentations delivered by your team, this book will provide insights that everyone can use to better engage customers and positively impact the bottom line.

"Although 'Death By PowerPoint' wasn't written with salespeople in mind, anyone who sells a product or service could benefit from the advice offered in this practical book."

-- Kelley Robertson, *Fearless Selling*

One of the world's leading cognitive scientists calls *5 Steps to Conquer 'Death by PowerPoint'* a "window to the future" of better presentations everywhere.

"The various recommendations Bergman makes are based on strong research evidence he has brilliantly applied to the art of presenting information to a live audience. Eric Bergman's techniques are a window to the future of this important human activity."

-- John Sweller, Ph.D., Emeritus Professor of Education, University of New South Wales

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