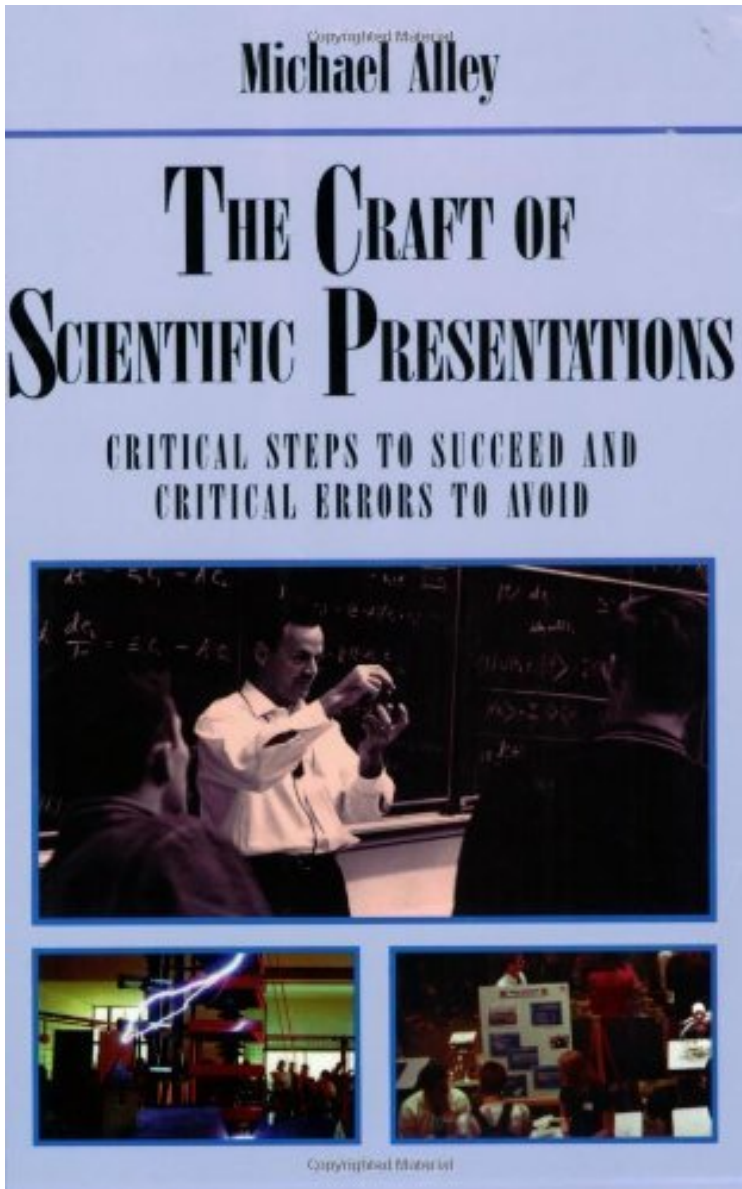


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# The Craft of Scientific Presentations: Critical Steps to Succeed and Critical Errors to Avoid



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and slide shows as well as overhead projections. In particular, it looks at ways of organizing graphics and text in projected images and of using layout and design to present the information efficiently and effectively. Presentation de l'diteur This timely and hugely practical work provides a score of examples from contemporary and historical scientific presentations to show clearly what makes an oral presentation effective. It considers presentations made to persuade an audience to adopt some course of action (such as funding a proposal) as well as presentations made to communicate information, and it considers these from four perspectives: speech, structure, visual aids, and delivery. It also discusses computer-based projections and slide shows as well as overhead projections. In particular, it looks at ways of organizing graphics and text in projected images and of using layout and design to present the information efficiently and effectively.