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Beyond Bullet Points - Cliff Atkinson

Cliff's bestselling book Beyond Bullet Points (published by Microsoft Press) was named a Best Book of 2007 by the editors of Amazon.com, and has been published in four editions and translated into a dozen languages including Chinese, Korean, and Russian. This book expands on a communications approach he has taught internationally at top law firms, government agencies, business schools and corporations, including Sony, SC Johnson, Chevron, Toyota, Del Monte, Nestlé, Deloitte, BBDO, The NPD

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communicate effectively using PowerPoint. You start by defining a single purpose or goal, set a limited number of objectives to achieve that goal, and support those objectives with explanations logically arranged.

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Cliff's bestselling book Beyond Bullet Points (published by Microsoft Press) was named a Best Book of 2007 by the editors of Amazon.com, and has been published in four editions and translated into a dozen languages including Chinese, Korean, and Russian.

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In Beyond Bullet Points, communications expert Cliff Atkinson shares his innovative three-step system for increasing the impact of your communications with Microsoft(R) PowerPoint(R). He guides you, step by step, as you discover how to combine the tenets of classic storytelling with the power of projected media to create a rich, engaging experience.

Beyond Bullet Points: Using Microsoft PowerPoint to Create ...

Cliff Atkinson is the author of Beyond Bullet Points (3.68 avg rating, 649 ratings, 49 reviews, published 2005), The Backchannel (3.47 avg rating, 30 rat...

Cliff Atkinson (Author of Beyond Bullet Points)

About the Author Cliff Atkinson, a consultant who helps organizations improve communications using PowerPoint, teaches at the UCLA

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Cliff Atkinson is arguably the world's leading visual presentation consultant. He has worked with Mark Lanier and other leading lawyers on their presentations to achieve huge verdicts. Fortune magazine called the presentations he designed to help Lanier persuade a jury to award a \$253 million verdict to the plaintiff i

Beyond Bullet Points - Trial Guides

Beyond Bullet Points is directed towards business presentations that aim to persuade an audience. Cliff doesn't talk about how his method could be used for information-heavy reports or for

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educational use. In these cases, the purpose is not to persuade or tell a story, but simply to disseminate information.

3rd Edition

Cliff Atkinson's Beyond Bullet Points - PowerPoint Tips Blog

Cliff's bestselling book Beyond Bullet Points was named a Best Book of 2007 by the editors of Amazon.com, and has been published in three editions and translated into a dozen languages including Chinese, Korean, and Russian.

Beyond Bullet Points, 3rd Edition

Beyond bullet points, suggests, Atkinson wants to do away entirely with bullet points. Instead, he calls for slides consisting solely of sentence- style slide titles and a graphic, very often clip art. Speakers, of course, have given compelling presentations without PowerPoint and very often without visuals for thousands of years.

BOOK REVIEWS

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PowerPoint to tell a
compelling story that gets results , 4th
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step how the Beyond Bullet Points (BBP)
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presentations that you will build upon
with narration and graphics.

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