

BOOKS

Garr Reynolds, "*Presentation Zen*", 2nd edition

If you're only going to buy one book about presenting and presentations, you may want to consider this one.

Chip & Dan Heath, "*Made to Stick*"

The Heath brothers look at everything from successful marketing campaigns to urban legends to figure out what makes us remember them. The result they come up with are the SUCCESs principles.

Kendal Haven, "*Story Proof*"

Storytelling works, period. That is the main message from this book, in which the author worked his way through several hundred studies on the topic.

Scott Berkun, "*Confessions of a Public Speaker*"

Musings and occasional rants of a professional speaker. Good and entertaining read, though maybe not very usable as a reference.

Dr. John Medina, "*Brain Rules*"

What we know (and don't know) about how our brain really works (hint: not like a VCR). Chapters 4, 5, and 6 about attention, short-term and long-term memory should be required reading for every presenter. Chapter 10 explains the role of visuals.

Nancy Duarte, "*slide:ology*"

Probably the most comprehensive book on slide design.

Dirk Haun, "*Presenting for Geeks*"

(Note: blatant self-advertising) A compact ebook aimed at technical-minded people (aka geeks) who would like to improve their presentations and presenting skills.

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