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Dorie Clark is a marketing strategist and professional speaker who teaches at Duke University's Fuqua School of Business. She is the author of Entrepreneurial You, Reinventing You, and Stand Out.

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In my analysis of 500 of the most popular TED Talks of all time, I found that stories made up 65% of the average speaker's talk, wheres 25% went to logos, and 10% went to ethos.In other words ...

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"Because it will help you get those things done", explains author Nancy Duarte, in the introduction of her book The HBR Guide to Persuasive Presentations. Duarte is an icon in the public speaking arena and The HBR Guide to Persuasive Presentations is my favorite of her award-winning books. I found it to be an easy read, chock full of useful tips to boost confidence, and tools to engage your audience, sell your ideas, and inspire action.

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TAKE THE PAIN OUT OF PRESENTATIONS.Terrified of speaking in front of a group? Or simply looking to polish your skills? No matter where you are on the spectrum, this guide will give you the confidence and the tools you need to get results.Written by presentation expert Nancy Duarte, the HBR Guide to Persuasive Presentations will help you: Win over tough crowds?

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What's new in HBR Guide to Persuasive presentations? After reading it, my impression is that this new book is oriented to professionals with limited time who need useful tips, and a clear reference structure to improve their presentations. And boy does the book deliver! There are tons of tips, insights and practical examples.

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For those who also read Resonate and Slide:ology, you will find the new HBR Guide to Persuasive Presentations a useful and compelling tool. Having worked with Nancy's team at Duarte Design, earlier this year, I found this ebook to be a useful receipt from that experience, reminding what is valuable when preparing to create and deliver an ...