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The Cognitive Style Of Powerpoint

The Cognitive Style of PowerPoint Gerstner's idea, "Let's just talk about your business," means an exchange of information, an interplay between speaker and audience. Yet PowerPoint is entirely presenter-oriented, and not content-oriented, not audience-oriented. The claims of PP marketing are addressed to speakers: "A cure for the presentation jitters."

The Cognitive Style of PowerPoint

The Cognitive Style by Tufte is a good source of knowledge, but very short. Ideally more details, but the content is on target.

The Cognitive Style of PowerPoint: Pitching Out Corrupts

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The Cognitive Style of PowerPoint: Pitching Out Corrupts Within by Edward R. Tufte. Goodreads helps you keep track of books you want to read. Start by marking "The Cognitive Style of PowerPoint: Pitching Out Corrupts Within" as Want to Read: Want to Read. saving....

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The Cognitive Style of Powerpoint: Pitching Out Corrupts Within In corporate and government bureaucracies, the standard method for making a presentation is to talk about a list of points organized onto slides projected up on the wall. For many years, overhead projectors lit up transparencies, and slide projectors showed high-resolution 35mm

Edward Tufte: Books - Essay: The Cognitive Style of

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Powerpoint

The cognitive style of PowerPoint, is thought-provoking and visually pleasing, with well designed layout and applicable illustrations and tables. The essay has 11 sections, each discussing a different aspect of PowerPoint.

The Cognitive Style of PowerPoint. - Free Online Library

The Cognitive Style of PowerPoint: Pitching Out Corrupts Within, Second Edition by Edward R. Tufte (9780961392161)

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Design expert Tufte (2003, 4) contends that PowerPoint results in "low spatial resolution, a deeply hierarchical single-path structure as the model for organizing every type of content, breaking up...

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The Cognitive Style of PowerPoint: Slides Are Not All Evil Jean-Luc Doumont Technical Communication; Feb 2005; 52, 1; Humanities Module pg. 64. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.

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University of California, San Diego

Warning: Reading Cognitive Style is likely to increase your temptation to run screaming from the room when faced with corporate and military PowerPoint presentations. But if it helps you to prepare presentations that don't tempt your audiences to run screaming from the room (and it offers lots of good advice), the sacrifice will be worth it.

Amazon.com: Customer reviews: The Cognitive Style of ...

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The Cognitive Style of PowerPoint This is more of a pamphlet or an essay than a book, and on the first reading I didn't write a review of it because of that. But the content is so notable and excellent and the quality of the printing (thanks to Tufte's Graphics Press) is so high that I think it warrants a full review.

Review: The Cognitive Style of PowerPoint by Edward R. Tufte

Edward R. Tufte is professor emeritus of political science, computer science and statistics, and graphic design at Yale. His new monograph, The Cognitive Style of PowerPoint, is available from...

PowerPoint Is Evil | WIRED

The metaphor behind the PP cognitive style is the software corporation and program writing “ (deeply hierarchical, nested, highly structured, relentlessly sequential, one-short-line-at-a-

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time) and marketing (fast pace, misdirection, advocacy not analysis, slogan thinking, branding, exaggerated claims, marketplace ethics)." (13)

Book Notes by David Mays

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The Cognitive Style of PowerPoint: Pitching Out Corrupts

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Tufte has criticized the way Microsoft PowerPoint is typically used. In his essay "The Cognitive Style of PowerPoint", Tufte criticizes many aspects of the software: Its use to guide and reassure a presenter, rather than to enlighten the audience;

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Edward Tufte - Wikipedia

In his cranky pamphlet *The Cognitive Style of PowerPoint*, Tufte offers a sharp-tongued criticism of presentations as a communication format. He argues that we treat slides more as a medium for self-expression than as a medium to connect with our audiences.

Presentations are Corrupting per Edward Tufte's "The ...

An (ironically) abbreviated version of *The Cognitive Style of PowerPoint* appears in the September issue of *Wired* magazine as *PowerPoint is Evil*, juxtaposed to David Byrne's essay *Learning to Love PowerPoint* that promotes Byrne's new PowerPoint art DVD.

Contact Sheet

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