



## We wondered:

“What do the top presentation experts in the world read?”

# They told us

We asked 7 of the top presentation experts in the world to tell us what books most inspired them to be better presenters.

Seven judges, including four published authors, provided feedback to a list of books. We present, for your consideration, their ranked list of the

## top 35 presentation books

### METHODOLOGY

Books were evaluated on a scale of 0 (low) to 5 (high) on 3 areas:

#### CONTENT

- Planning: research the audience and venue, set objectives, establish your main message
- Structure: organize, sequence and structure your presentation
- Storytelling: use storytelling techniques and principles to develop and deliver your presentation

#### DESIGN

- Design: use color, alignment, whitespace, graphic design rules to enhance the look of presentation visuals
- Data visualization: use charts, tables, infographics and other techniques to display quantitative information visually

#### DELIVERY

- Delivery: deliver your presentation, including how to stand, vocal control, pace, fidgeting
- Fear: managing the fear of speaking in public

#### Notes:

- Authors could not review their own books
- Books with only one review were not included on this list
- In some cases, scores for books with only two reviewers were adjusted down, to avoid bias that comes with small sample sizes

## Your Judges



**Nancy Duarte**

*Author, slide:ology, Resonate*



**Bruce R. Gabrielle**

*Author, Speaking PowerPoint*



**Dr. Michael Alley**

*Author, The Craft of Scientific Presentations*



**Gonzalo Alvarez**

*Author, El Arte de Presentar*



**Andrew Dlugin**

*Editor/Founder, Six Minutes*



**Nolan Haimés**

*VP, Presentation Director, Edelman*



**Al Bonner,**



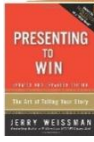
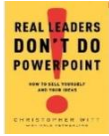




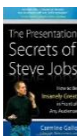

*Founder, Presentation Transformations*

# Top 35 Presentation Books

	Author	Title	Total Score (max 35)	Number of votes
1	<b>Jerry Weissman</b>	<b>Presenting to Win</b>	<b>23.3</b>	<b>4</b>
2	<b>Henry M. Boettinger</b>	<b>Moving Mountains</b>	<b>23.0</b>	<b>2</b>
3	<b>Bruce R. Gabrielle</b>	<b>Speaking PowerPoint</b>	<b>22.3</b>	<b>4</b>
4	Nick Morgan	Give Your Speech, Change the World	21.0	2
5	Carmine Gallo	The Presentation Secrets of Steve Jobs	20.3	5
6	Garr Reynolds	Presentation Zen	20.2	7
7	Nancy Duarte	slide:ology	20.2	6
8	Christopher Witt	Real Leaders Don't Do PowerPoint	20.0	3
9	Nancy Duarte	Resonate	19.5	6
10	Robert R. H. Anholt	Dazzle 'Em With Style	19.5	3
11	Cliff Atkinson	Beyond Bullet Points	19.0	4
12	Paul J. Kelly	7-Slide Solution	17.5	2
13	Garr Reynolds	Presentation Zen Design	17.0	5
14	Michael Alley	The Craft of Scientific Presentations	17.0	2
15	Garr Reynolds	The Naked Presenter	16.0	3
16	Rick Altman	Why Most PowerPoint Presentations Suck	16.0	2
17	Andrew Abela	Advanced Presentations by Design	16.0	4
18	Kristin Arnold	Boring to Bravo	14.3	4
19	Stephen M. Kosslyn	Clear and to the Point	14.0	5
20	Bert Decker	You've Got to Be Believed to Be Heard	13.0	3
21	John Medina	Brain Rules	13.0	4
22	Gene Zelazny	Say It With Charts	12.3	4
23	John C. Maxwell	Everyone Communicates, Few Connect	12.0	2
24	Dave Paradi	Visual Slide Revolution	12.0	2
25	Chip Heath y Dan Heath	Made to Stick	11.2	6
26	Dale Carnegie	The Quick and Easy Way to Effective Speaking	11.0	3
27	Annette Simmons	The Story Factor	10.7	4
28	Scott Berkun	Confessions of a Public Speaker	10.7	4
29	Cliff Atkinson	The Backchannel	10.0	2
30	Barbara Minto	The Pyramid Principle	10.0	2
31	Dan Roam	The Back of the Napkin	9.0	4
32	Peter Guber	Tell to Win	8.0	4
33	Lidwell, Holden and Butler	Universal Principles of Design	7.5	3
34	Robin Williams	The Non-Designer's Design Book	7.0	4
35	Stephen Few	Show Me the Numbers	6.3	4

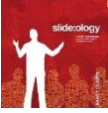



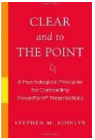
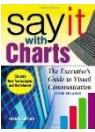



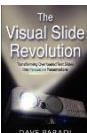
# Content

Top books on planning presentations

			Planning	Structure	Storytelling	Design	Visualization	Delivery	Fear
1		<b>Moving Mountains</b> Henry M. Boettinger	High	High	Medium	Low	Low	High	None
2		<b>Give Your Speech, Change the World</b> Dr. Nick Morgan	High	High	Medium	None	None	High	Medium
3		<b>Presenting to Win</b> Jerry Weissman	High	High	Medium	Low	Low	High	Low
4		<b>Real Leaders Don't Do PowerPoint</b> Christopher Witt	High	High	Medium	Low	None	High	Medium
5		<b>Beyond Bullet Points</b> Cliff Atkinson	High	High	Medium	Low	Low	High	Low
6		<b>Resonate</b> Nancy Duarte	High	High	Medium	Low	Low	High	Low
7		<b>7-Slide Solution</b> Paul J. Kelly	High	High	Medium	Low	Low	High	None
8		<b>Speaking PowerPoint</b> Bruce R. Gabrielle	High	High	Medium	Low	Low	High	Low
9		<b>The Presentation Secrets of Steve Jobs</b> Carmine Gallo	High	High	Medium	Low	Low	High	Low
10		<b>Advanced Presentations by Design</b> Dr. Andrew Abela	High	High	Medium	Low	Low	High	None

# Design


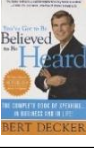
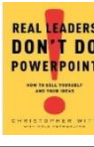
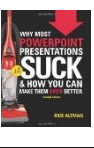


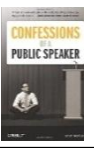
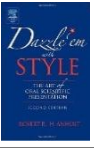


Top books on creating slide visuals

		Planning	Structure	Storytelling	Design	Visualization	Delivery	Fear
1	 <b>Slide:ology</b> Nancy Duarte	High	High	High	Very High	High	Medium	Low
2	 <b>Presentation Zen</b> Garr Reynolds	High	High	High	Very High	High	Medium	Low
3	 <b>Presentation Zen Design</b> Garr Reynolds	High	Medium	High	Very High	High	Medium	Low
4	 <b>Speaking PowerPoint</b> Bruce R. Gabrielle	High	High	High	Very High	High	Medium	Low
5	 <b>Clear and to the Point</b> Dr. Stephen M. Kosslyn	Medium	High	Medium	Very High	Very High	Medium	Low
6	 <b>Say it with Charts</b> Gene Zelazny	High	High	Low	High	High	Medium	Low
7	 <b>Universal Principles of Design</b> Lidwell, Holden and Butler	Low	Low	Low	Very High	High	Low	Low
8	 <b>The Non-Designer's Design Book</b> Robin Williams	Low	Low	Low	High	High	Low	Low
9	 <b>Show Me the Numbers</b> Stephen Few	Low	Low	Low	High	High	Low	Low
10	 <b>Visual Slide Revolution</b> Dave Paradi	High	High	High	Very High	High	Medium	Low



# Delivery

Top books on delivering your presentations

		Planning	Structure	Storytelling	Design	Visualization	Delivery	Fear
1	 <p><b>Give Your Speech, Change the World</b> Dr. Nick Morgan</p>	High	High	Medium	None	None	High	Medium
2	 <p><b>You've Got to Be Believed to Be Heard</b> Bert Decker</p>	Medium	Medium	Low	None	None	High	High
3	 <p><b>Real Leaders Don't Do PowerPoint</b> Christopher Witt</p>	High	High	Medium	Low	None	High	Low
4	 <p><b>Why Most PowerPoint Presentations Suck</b> Rick Altman</p>	High	Medium	Low	High	Medium	High	High
5	 <p><b>Presenting to Win</b> Jerry Weissman</p>	High	High	Medium	High	Medium	High	Low
6	 <p><b>The Naked Presenter</b> Garr Reynolds</p>	High	Medium	Medium	Low	Low	High	Medium
7	 <p><b>Confessions of a Public Speaker</b> Scott Berkun</p>	Medium	Low	Low	Low	Low	High	High
8	 <p><b>Dazzle 'Em With Style</b> Robert R. H. Anholt</p>	High	High	Medium	High	Medium	High	Low
9	 <p><b>Moving Mountains</b> Henry M. Boettinger</p>	High	High	Medium	High	High	High	None
10	 <p><b>The Presentation Secrets of Steve Jobs</b> Carmine Gallo</p>	High	High	Medium	High	Medium	High	Low