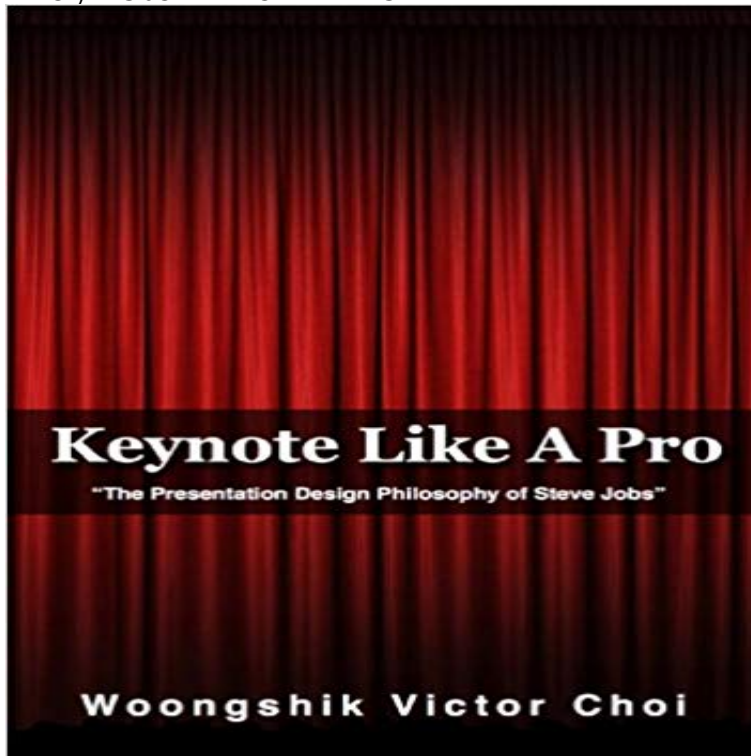


Keynote Like A Pro



This is the eBook version of the printed book. Steve Jobs who was the most valuable presenter in the world introduced Apple Keynote which he deeply participated in the development process at Macworld2003. And he put his philosophy into Keynote. As a Keynote consultant, I experienced his philosophy through using Keynote. So I decided to explain the presentation design philosophy of Steve Jobs in this book. There are three vital factors crucial to success in a presentation: the content of the presentation (stories), design, and presentation skills. There are already countless books on presentations in bookstores. In this book, I intended to strike a balance between presentation design philosophy, which is revealed in the previously published presentation books, and slideware guide books. Furthermore, I tried to apply Keynote (Apples slideware, which is used by the companys CEO Steve Jobs) to the philosophy we learned from books like Presentation Zen: Simple Ideas on Presentation Design and Delivery. The purpose of this book is not to solely focus on the explanation of the software itself. It is more accurate to call it a presentation design book that introduces readers to the presentations made by Steve Jobs, who is world renown as a presentation guru.

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