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Geetesh: Now in its third edition, your book "Beyond Bullet Points" has been such a big success - tell us more about what it means to move beyond bullet points? Cliff: In the conventional approach to presentations we tend to create lists of facts, and simply show and tell those to our audiences thinking that will get the results we want.

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Beyond Bullet Points, 3rd Edition: Using Microsoft PowerPoint to Create Presentations That Inform, Motivate, and Inspire (Business Skills) Paperback - 15 April 2011 by Cliff Atkinson (Author)

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The 3rd edition is significantly reworked and improved, in my opinion. Beyond Bullet Points is not only a book: it is a system of creating PowerPoint presentations. Cliff provides you with a template and step-by-step instructions. He also provides plenty of evidence that his system is based on research.