

BOOKS

Garr Reynolds, "*Presentation Zen*" (dt. "*Zen oder die Kunst der Präsentation*"), 2nd edition

If you're only going to buy one book about presenting and presentations, consider this one.

Nancy Duarte, "*slide:ology*" (dt. *ditto*)

Probably the most comprehensive book on slide design.

Dr. John Medina, "*Brain Rules*" (dt. "*Gehirn und Erfolg*")

What we know (and don't know) about how our brain really works (hint: not like a VCR). Chapters 4, 5, and 6 about attention, short-term and long-term memory should be required reading for every presenter.

Chip & Dan Heath, "*Made to Stick*" (dt. "*Was bleibt*")

The Heath brothers look at everything from successful marketing campaigns to urban legends to figure out what makes us remember them and come up with the SUCCEs principles.

Scott Berkun, "*Confessions of a Public Speaker*" (dt. "*Bekenntnisse eines Redners*")

Musings and occasional rants of a professional speaker. Good read, but not really usable as a reference.

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