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PowerPoint? *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."

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Buy The Cognitive Style of  
PowerPoint: Pitching Out Corrupts  
Within 2 by Tufte, Edward R. (ISBN:  
9780961392161) from Amazon's Book  
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*The Cognitive Style of PowerPoint:*

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## *Pitching Out Corrupts ...*

"The Cognitive Style of PowerPoint"

has, at its heart, a reasonable message: Presentation software is no replacement for more technical forms of documentation and prose when making decisions. However, it suffers from two great failings: Petty hubris on the part of the author, and a lack of acknowledgment of the proper role of presentation software.

## *The Cognitive Style of PowerPoint: Pitching Out Corrupts ...*

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.

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*Edward Tufte: Books - Essay: The  
Cognitive Style of Powerpoint*

The Cognitive Style of PowerPoint:  
Slides Are Not All Evil Jean-Luc  
Doumont Technical Communication;  
Feb 2005; 52, 1; Humanities Module  
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*The Cognitive Style of PowerPoint:  
Slides Are Not All Evil ...*

In a famous critique of the visual and  
cognitive style of PowerPoint, Edward  
Tufte (2003) convincingly argues that  
visual noise and clutter waste the  
modality. Literally, countless slides  
are...

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*The Cognitive Style of PowerPoint |  
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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. -  
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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:



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## "A cure for the PowerPoint Pitching Out Corrupts Within

*University of California, San Diego*

The cognitive style of PowerPoint :  
pitching out corrupts within (Book,  
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The Cognitive Style of PowerPoint:  
Pitching Out Corrupts Within, Second  
Edition [Tufte, Edward R.] on  
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Similar to the analysis of presentations about the Challenger o-rings in Visual Explanations, the centerpiece of The Cognitive Style of PowerPoint is an analysis of the horrible presentation of the problems with the shuttle Columbia before its disastrous return. Tufte uses

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this presentation, done with PowerPoint in the normal bullet outline format that such slide software encourages, as a compelling example of muddled thinking, confusing typography, false summaries, hidden information, and ...

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

The cognitive style of PowerPoint. Cheshire, CT: Graphics Press. JEAN-LUC DOUMONT teaches and provides advice on professional speaking, writing, and graphing. He also trains trainers and facilitates any process that requires structuring and effective communication. For over 15 years, he has helped audiences of all ages, backgrounds, and ...

*The cognitive style of PowerPoint:*

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*slides are not all evil...*

PowerPoint promotes a cognitive style that disrupts and trivialises evidence.

(p. 30) Preparing a technical report requires deeper intellectual work than simply compiling a list of bullets on slides. Writing sentences forces presenters to be smarter. And presentations based on sentences makes consumers smarter as well. (p. 30)

*Hiccups: Tufte: The Cognitive Style of PowerPoint*

"The cognitive style characteristics of the standard default PP presentation: foreshortening of the evidence and thought, low spatial resolution, a deeply hierarchical single-path structure as the model for organising every type of content, breaking up of the narrative and data into slides and

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minimal fragments, rapid temporal sequencing of thin information rather than focussed spatial analysis, conspicuous decoration and Phluff, a preoccupation with format not content, and an attitude of ...

*Amazon.co.uk:Customer reviews: The Cognitive Style of ...*

The Cognitive Style of PowerPoint:  
Pitching Out Corrupts Within: Tufte,  
Edward R.: 9780961392161: Books -  
Amazon.ca

*The Cognitive Style of PowerPoint:  
Pitching Out Corrupts ...*

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; Its unhelpfully simplistic tables and

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charts, resulting from the low resolution of early computer displays; The outliner ...

*Edward Tufte - Wikipedia*

The Cognitive Style of PowerPoint:  
Pitching Out Corrupts Within: Author:  
Edward R. Tufte: Edition: 2, illustrated:  
Publisher: Graphics Press, 2006:  
ISBN: 0961392169, 9780961392161:  
Length: 31...

*The Cognitive Style of PowerPoint:  
Pitching Out Corrupts ...*

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

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lots of good advice), the sacrifice will  
be worth it.

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