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to which your information is  
the answer. At the heart of  
your presentation is a body  
of information that you and  
you alone have. That's why  
you've been invited to  
speak. But you can't begin  
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1. HBR Guide to Persuasive Presentations Nancy Duarte  
Nancy Duarte is the author of HBR Guide to Persuasive Presentations, Slide:ology, and Resonate. She is the CEO of Duarte, Inc. which designs presentations and teaches presentation development From Harvard Business Review June 2013 (excerpted and abridged) jgillis767@aol.com 2.

### **A Checklist for More Persuasive Presentations**

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