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communicate clearly and effectively—that are clear and to the point. When I speak of “psychological principles,” I’m not referring to our understanding of neurotic tendencies or any of the things Freud might have discussed during his sessions with patients on the couch.

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to the point 1. Relevant, concerning the matter at hand, as in Her remarks were brief and to the point, or He rambled on and on, never speaking to the point. [Early 1800s] For an antonym,

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see beside the point.

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As stated above, the advice in Clear and to the Point applies to more than just PowerPoint design — it applies to presentations as a whole. This broad context is established early in the book, and referenced throughout. The 8 principles are mapped to three primary goals of any presentation, even those which do not utilize PowerPoint at all.

### **PowerPoint Book Review: Clear and to The Point (Stephen**

...

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Clear and to the point gives a great amount of specific advice that's rooted in well-known psychological principles. I have no issues at all with the principles outlined by the author, but any time you give specific do's & don'ts in a book like this you are bound to have people disagree with some of your example treatments.

### **PowerPoint tips that are clear and to the point**

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