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The business case for purpose - EY

Nancy Duarte is an American writer, speaker, and CEO. Duarte is the author of several books, including slide:ology: The Art and Science of Creating Great Presentations (2008), Resonate: Present Visual Stories that Transform Audiences (2010), the HBR Guide to Persuasive Presentations (2012), and Illuminate: Ignite Change Through Speeches, Stories, Ceremonies and Symbols (2016).

Nancy Duarte - Wikipedia

Communication, in General. The single biggest problem in communication is the illusion that it has taken place. " George Bernard Shaw. If you cannot - in the long run - tell everyone what you have been doing, your doing has been worthless.

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