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**About the Author** Nancy Duarte is the CEO of Duarte, Inc. She teaches workshops on the art of presenting and is the author of two award-winning books: *Slide:ology* and *Resonate*. Bryan A. Garner is a leading authority on writing, grammar, usage, and style. He is the author of many books on writing, including the best-selling reference work *Garner's Modern American Usage*. He is also editor in chief of the world's most frequently cited lawbook, *Black's Law Dictionary*. Karen Dillon is a coauthor of the New York Times bestseller *How Will You Measure Your Life?* (with Clayton M. Christensen and James Allworth). She is the former editor of *Harvard Business* and is now a contributing editor.