## CONTENTS

taken in the state to be the second that the second provide the second s

manufact disputables a such asset south as a such as the

Translation of the latest time to be a first translation of the same of the sa

name and substituted that here

A distributed disease the second

AND THE LATE OF THE LATE.

Foreword by Akira Kagami		ix
	Introduction	1
CHAPTER ONE	Everything Is a Presentation	7
CHAPTER TWO	It's Not about You	27
With contributio	ns from Bill Westbrook and James P. Othmer	
CHAPTER THREE	How We Connect	51
With a contribut	ion from Jeff Goodby	
CHAPTER FOUR	The Power of Emotion	69
With a contribut	ion from Mike Hughes	
CHAPTER FIVE	How to Be	83
With contributio	ns from Darren Moran,	
Chris Jacobs, and	d Lance Jensen	
CHAPTER SIX	Authenticity	111
With contributio	ns from Gareth Kay,	
Alex Bogusky, an	ed Hal Curtis	Mar Harry

THE REPORT OF THE PARTY.

AND TO STATE OF STATE

CHAPTER SEVEN	Death by Deck	131
With contribution	is from Bruce Bildsten and Mark Fenske	
CHAPTER EIGHT	Organizing the Presentation	151
With a contribution	on from Anne Bologna	
CHAPTER NINE	Rehearse, Rehearse	165
With contribution	s from Peter Krivkovich, Darren	
Moran, Pam Scott	t, John Butler, and Sally Hogshead	
CHAPTER TEN	Punctuation	189
With contribution	s from Cindy Gallop and Don Just	
CHAPTER ELEVEN	You Never Know	213
With contribution	s from Jeffrey Steinhour and Andy Grayson	
AFTERWORD	Standing Up	225
		TARE 2
Acknowledgments		231
Notes		235
Index		237