

# CONTENTS

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



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