



Sociable Media President Cliff Atkinson

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**Welcome to the July/August 2004 Issue!**

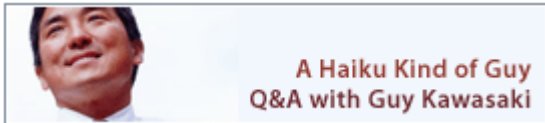
Big news at Sociable Media -- Microsoft Press will publish Cliff's new book titled *Beyond Bullets* in February 2005 -- read the press release [here](#). In this month's interviews, read what Silicon Valley legend **Guy Kawasaki** says about PowerPoint, and what author and comic artist **Scott McCloud** says we can do to expand our thinking. Oh, and don't forget to keep up with the **blog!**

**Microsoft Press to Publish Cliff's New Book *Beyond Bullets* in February 2005**



LOS ANGELES, Aug. 24, 2004 -- Microsoft Press will publish Cliff Atkinson's new PowerPoint book *Beyond Bullets*, scheduled for a February 2005 release. Inspired by Cliff's **blog**, the book will introduce advanced PowerPoint users to innovative communication techniques influenced by Hollywood storyboarding, Greek philosophy and pop culture. Read the press release [here](#)>

**A Haiku Kind of Guy: Q&A with Guy Kawasaki, Venture Capitalist and Ex-Apple Fellow**



Where entrepreneurship, evangelism and presentations come together, you'll find none other than a guy named Guy. A legendary figure in Silicon Valley, Guy Kawasaki is a managing director of a venture capital firm and a columnist for *Forbes.com*. When he was at Apple, Guy was behind the invention of the bullet chart, and has something to say about PowerPoint. [more](#)>

**The Best of the Blog: The Top 5 Popular Postings from Cliff's Weblog**



A funny thing happened on the way to the weblog. Since our last newsletter, the *Beyond Bullets* blog has taken off as a force on its own, being featured on dozens of weblogs from Japan to Italy. Among the 50+ new postings, the top 5 include **Aristotle's Top 10 Tips**, **storyboarding**,

evocative media, dashboards and a Board fires a CEO over PowerPoint. [more>](#)

### Understanding PowerPoint: Q&A with Scott McCloud, Author, Speaker and Comic Artist



Few people can paint as clear a picture of visual communications as Scott McCloud, whose classic book *Understanding Comics* maps out a systematic understanding of media theory in a comic-book form. His thinking has influenced many fields beyond his own profession of comics, and now he sets his sights on taking a fresh look at a misunderstood medium called PowerPoint...[more>](#)

### What People are Saying About the Sociable Media Kit



We've been getting great responses from people about the **Sociable Media kit**, which can help you communicate clearly and simply with PowerPoint. Wayne Robinson of the UK says it "encourages you to be creative with your headlines, your images and your narrative. The end result is much more powerful and confidence-boosting for the presenter..." Read more [here>](#)

### What You Can Do to Move your PowerPoint Culture *Beyond Bullets*



We're working hard to help you move your PowerPoint culture beyond bullet points. You can point your colleagues to Cliff's **blog**, which has been reaching a wide audience of executives and decision-makers who use PowerPoint, as well as to his 30+ **articles and interviews**. Or if you'd like Cliff to conduct an in-person **workshop** to help change minds, contact him [here>](#)