



## Make a PACT for Success: Designing Effective Information Presentations

By Ruth V. Small, Marilyn P. Arnone

Scarecrow Press, United States, 2002. Paperback. Book Condition: New. 214 x 136 mm. Language: English . Brand New Book. Small and Arnone have developed an extraordinarily successful model for professionals and academics the PACT model (Purpose, Audience, Content, and Technique), which makes it easy to focus on the research, selection, organization, and delivery of information. Whether the assignment is public speaking, technical writing, or web designing, the PACT model can be used to integrate the common principles of information science and communication theory. This book introduces the reader to three crucial models for the successful design, development, delivery, and evaluation of information presentations.



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