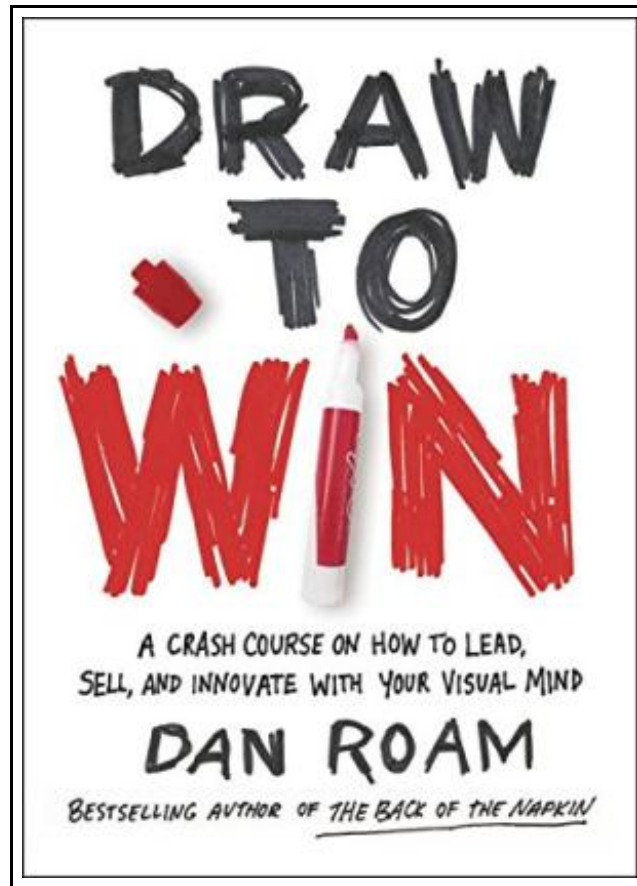


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(Rebecca Bechtelar)

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Penguin Putnam Inc, United States, 2017. Hardback. Book Condition: New. 178 x 127 mm. Language: English . Brand New Book. The most concise, easiest to read book of Dan Roam s distinguished career. Perfect for fans who have read every book since 2008 s *The Back of the Napkin*, as well as new readers who just need a crash course in the power of visual thinking. Dan Roam s brilliant strategies for creating images, sharing them and explaining them have finally been distilled into a quot;best ofquot; handbook for busy readers who need to digest the takeaways, fast. Since his first book, *The Back of the Napkin*, Roam has argued that imagery is the most powerful tool for leadership, innovation, and sales. Even though we live in an era of big data, one great picture is worth a million numbers (not to mention a thousand words). A clever idea, visually expressed, can resonate with everyone from the CEO down to the newest intern. The best news is that you don t need to be an artist to create attention-grabbing images. Roam can teach anyone with a pen and paper to translate business ideas into engaging and clear images. He identifies the types of pictures that work best in various settings and shares the basic shapes that all business pictures can be built from. This is an indispensable handbook for business leaders struggling to communicate more effectively in a world that everyday becomes less verbal and more visual.



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