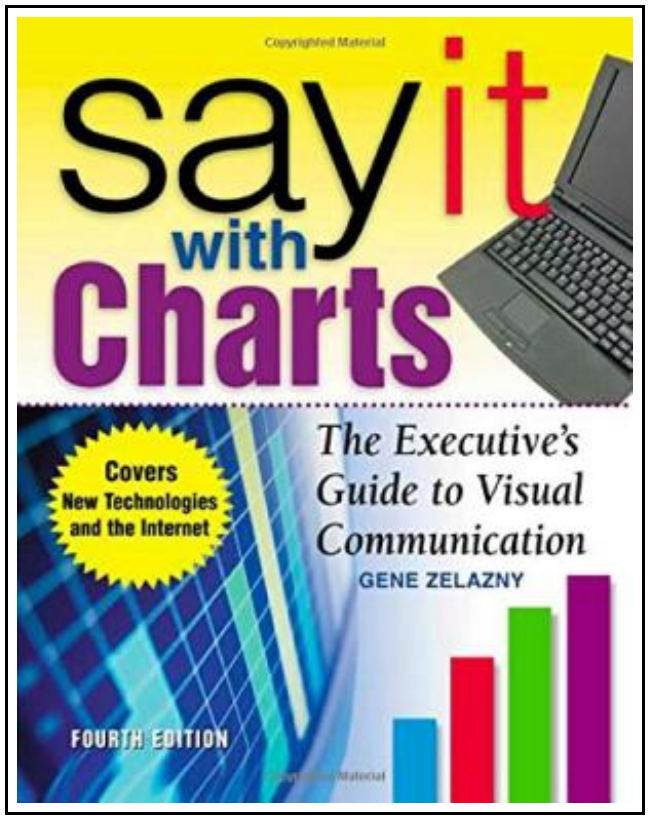
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# SAY IT WITH CHARTS: THE EXECUTIVE'S GUIDE TO VISUAL COMMUNICATION (4TH REVISED EDITION)

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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Say it with Charts: The Executive's Guide to Visual Communication (4th Revised edition), Gene Zelazny, This is today's most comprehensive, up-to-date business presentation guidebook. It provides easy-to-follow tools and strategies for creating powerful, interactive business presentations. As a professional, your career relies on reaching audiences, convincing them that your message is valuable, then making them remember that message. "Say It With Charts, 4th Edition", walks you through the entire visual presentation process and shows you - step-by-step - how to create compelling, memorable presentations. Business presentation tools have changed tremendously. A chart that once took ten hours - and ten co-workers - to prepare can now be produced by anyone with ten minutes and a computer keyboard. What hasn't changed, however, are the basics behind creating a powerful visual - what to say, why to say it, and how to say it for the most impact."Say It With Charts, 4th Edition", reveals time-tested tips for preparing effective presentations, then shows you how to combine those tips with today's technologies for sharper, stronger visuals. Look to this comprehensive presentation encyclopedia for information on: how to prepare different types of charts - pie, bar, column, line, or dot - and when to use each; hands-on recommendations on lettering size, color choice, appropriate chart types, and more; and, techniques for producing dramatic e-Visuals using animation, scanned images, sound, video, and links to pertinent websites. 'When well-conceived and designed, charts help us communicate more quickly and more clearly than we would if we left the data in tabular form' - From Chapter 1.Business is about communication. Every day, scores of questions must be answered, and each answer must be communicated quickly, completely, and with a minimum of confusion. Time has become our most valuable,...

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