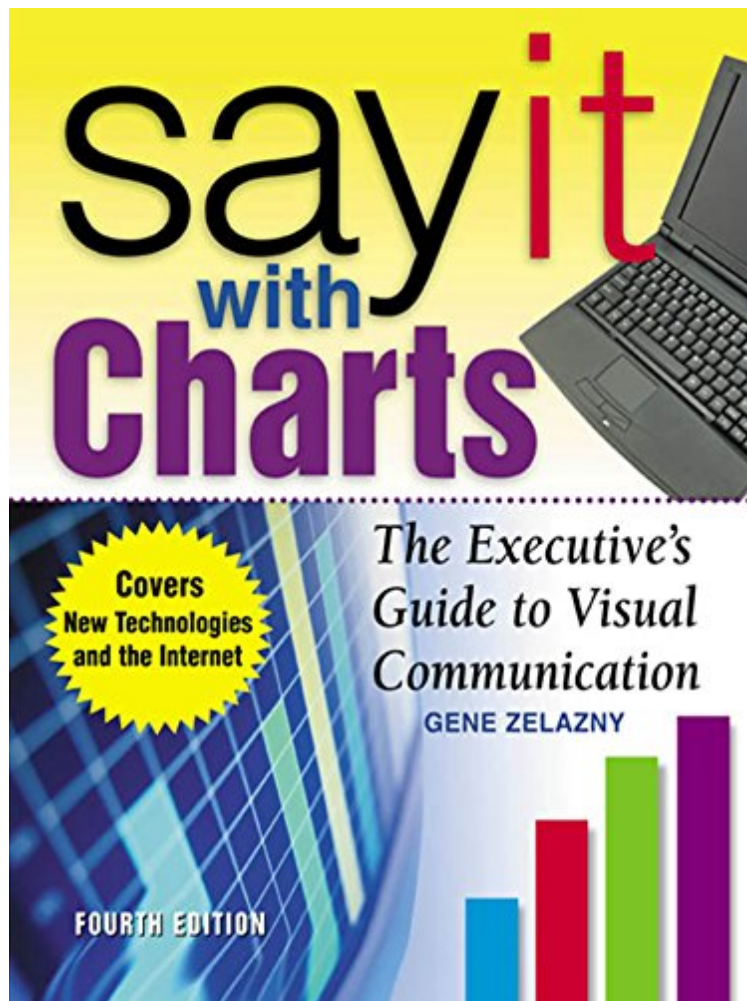


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## Say It With Charts: The Executive's Guide to Visual Communication (Marketing/Sales/Advertising Promotion)

Gene Zelazny

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**Gene Zelazny : Say It With Charts: The Executive's Guide to Visual Communication (Marketing/Sales/Advertising Promotion)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Say It With Charts: The Executive's Guide to Visual Communication (Marketing/Sales/Advertising Promotion):

32 of 33 people found the following review helpful. Superseded by Excel? NOT!! By A Customer I think the fellow from Indiana misses the point. This book helps people to understand how to communicate ideas with charts. In the process, lots of hand-drawn charts are shown. Sure, Excel and similar programs can make them prettier, but the point is understanding what kind of chart is best for making a specific substantive point. No program can make that

judgement, and too many people let software pick the chart format with predictably uninformative results. Students, executives, etc., who work through this book will know what kind of a chart they really need. That knowledge in hand, turn to Excel or whatever to produce presentation quality graphics. In some cases, the data will have to be transformed in ways you might not have anticipated before the right graph can be produced. This is a great book, certainly the best and clearest introduction to statistical graphs I have seen. I also strongly recommend Tufte's books on effective graphics.<sup>2</sup> of 2 people found the following review helpful. OverpricedBy Kindle CustomerHighly overpriced. The author or publisher appear to be trying to create demand by the high initial price and then by being more restrictive than most others on the number of devices that you may have registered prior to uploading this book. Further, you can learn just as much by examining the excellent job being done with charts and diagrams by a number of magazines.<sup>42</sup> of 44 people found the following review helpful. Good Little Book With Many Useful Ideas.By Writer/Producer/DirectorIf you're interested in getting ideas on how to present ideas graphically, this is a good little book. As many other reviewers have pointed out, several of the articles were prepared by graphic designers (some by hand in fact) and not computer graphics packages. If you're looking for suggestions on how to present ideas graphically, this is perfectly fine,... even useful. However, if you're looking for information on how to prepare graphics using Excel, you're out of luck (however, there are dozens of other books that can help you). That's just not what this book is about. Instead, the book gives you several suggestions for expressing the relationship between various activities (flow charts, diagrams, etc) illustrating performance timelines (bar graphs, area graphs, etc), and other information. However, where this book really shines, is in showing you how to incorporate various illustrations into your graphics to make them truly unique and informative. The benefit of this book is in teaching you how to conceptualize and develop unique graphics -- not in telling you how to produce generic off-the-shelf graphics. I'd recommend this book, along with "Information Graphics" by Harris and "Digital Diagrams" by Bounford, to anyone interested in learning more about charts. Overall Grade: B+/A-

Step-by-step guide to creating compelling, memorable presentations A chart that once took ten hours 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. In *Say It With Charts*, Fourth Edition --the latest, cutting-edge edition of his best-selling presentation guide -- Gene Zelazny reveals time-tested tips for preparing effective presentations. Then, this presentation guru shows you how to combine those tips with today's hottest 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\* Lettering size, color choice, appropriate chart types, and more\* Techniques for producing dramatic eVisuals using animation, scanned images, sound, video, and links to pertinent websites

From the Back CoverToday's most comprehensive, up-to-date business presentation guidebook *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 youshy;shy;step-by-stepshy;shy;how to create compelling, memorable presentations. Business presentation tools have changed tremendously. A chart that once took ten hoursshy;shy;and ten co-workersshy;shy;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 visualshy;shy;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 chartsshy;shy;pie, bar, column, line, or dotshy;shy;and when to use each Hands-on recommendations on lettering size, color choice, appropriate chart types, and more Techniques for producing dramatic eVisuals 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."shy;shy;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, irreplaceable commodity, andshy;shy;in today's rapid fire, ultra-competitive business environmentshy;shy;delays or errors in communicating information are uncalled for, unaffordable...and unacceptable. *Say It With Charts*, 4th Edition, shows you how to put your message in visual form and translate information and ideas into persuasive, powerful charts, visuals, and multimedia presentationsshy;shy;holding your audience's attention as you communicate exactly what you want, with no confusion. The newest edition of this bestselling classic covers every important point from previous editions and, in addition, shows you how to use today's digital technologies to create professional-quality, attention-grabbing visuals on your computer screen. Everything you need to know to make your charts and visuals eye-catching and memorable is in these pages, including: Commandments for designing successful onscreen visuals Techniques for conveying your messages using visuals and visual metaphors How to

decide when to use a chart; and know when a chart could work against you Graphic representations of ineffective, counter-productive charts; with examples of how they could be improved Time- and money-saving methods to make one presentation template serve multiple audiences Hands-on practice projects and exercises to help you grasp each important concept Over the years, *Say It With Charts* has become the standard guidebook for executives, sales managers, management consultants; all those who want to make their points clearly and concisely, whether speaking directly to a packed conference room or communicating on computer screens across the globe. Now updated for today's technological communications revolution, it will show you how to translate your most compelling data and messages into even more compelling visuals, and hammer home your message every time. About the Author Gene Zelazny is Director of Visual Communications for McKinsey and Company, and has over 40 years of experience working with colleagues and clients to design powerful management reports and presentations. In addition, Zelazny frequently presents his ideas at the world's top business schools, including Chicago, Harvard, Columbia, Cornell, Wharton, Haas, MIT, Oxford, Kellogg, Stanford, Tuck, INSEAD, and others. He also is author of the how-to classic *Say It With Presentations*.