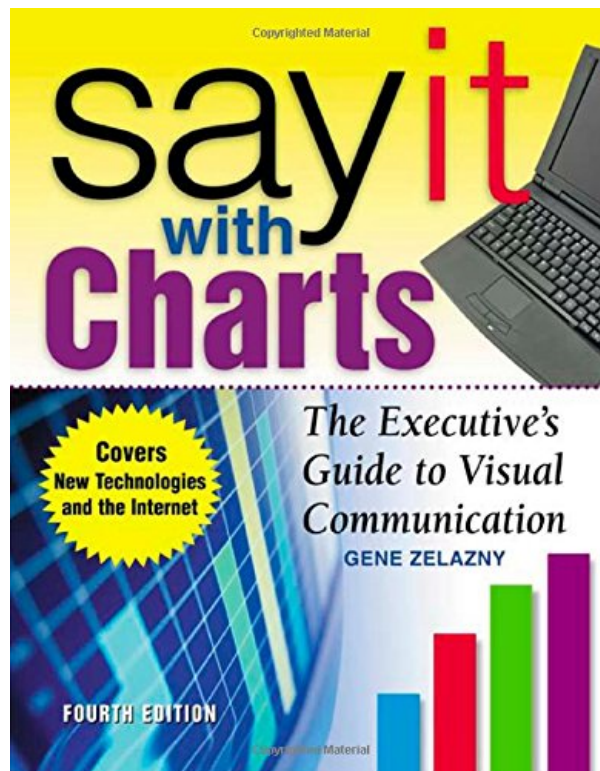
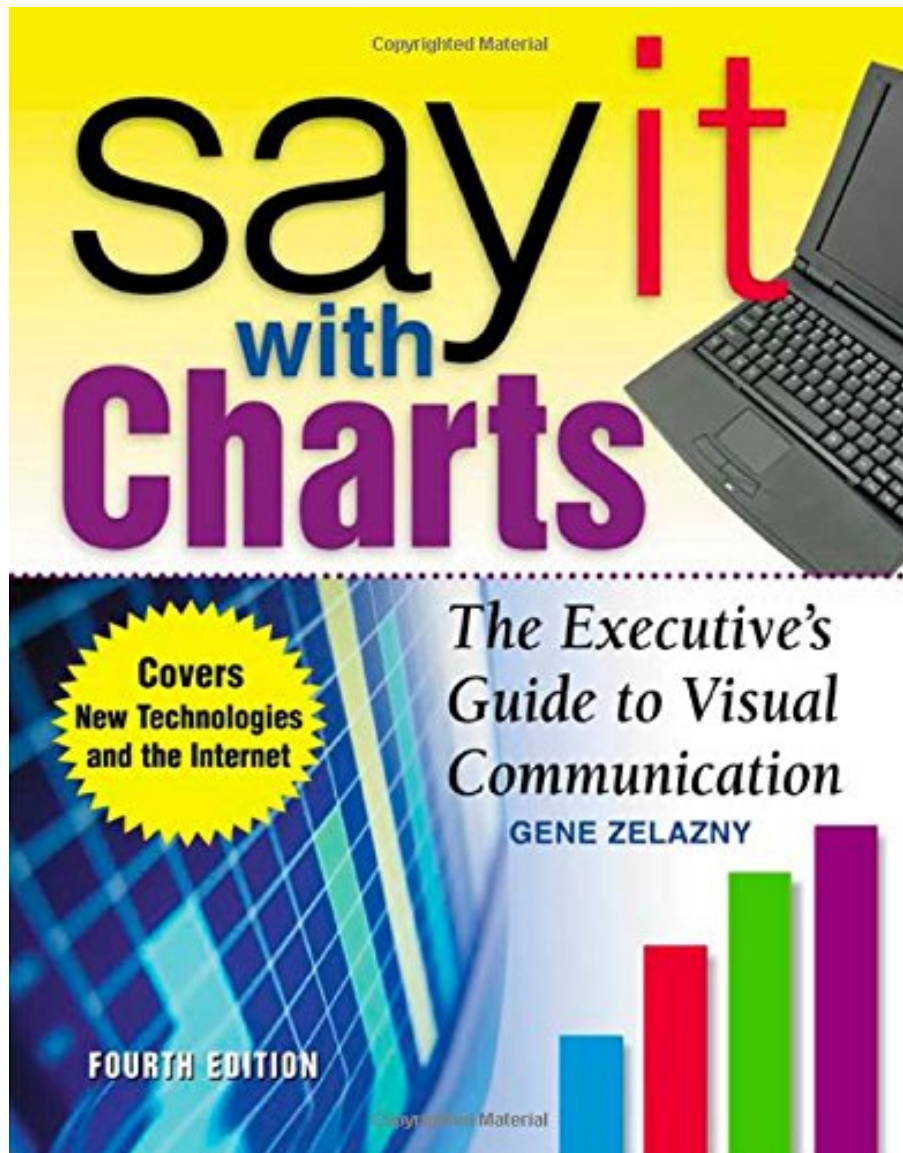


# SAY IT WITH CHARTS: THE EXECUTIVE'S GUIDE TO VISUAL COMMUNICATION BY GENE ZELAZNY



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From the Back Cover

Today'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 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
- 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."

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, and in today's rapid fire, ultra-competitive business environment 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 presentations 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
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- 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.

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Step-by-step guide to creating compelling, memorable presentations

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- Published on: 2001-03-15
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- 240 pages

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## Most helpful customer reviews

42 of 44 people found the following review helpful.

Good Little Book With Many Useful Ideas.

By Writer/Producer/Director

If 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-

7 of 8 people found the following review helpful.

Getting the point across

By Peter Keusgen

As an equity analyst, consultant, and communication specialist, I saw - and made - dozens of colorful presentations with the best charts that excel can draw that simply didn't work.

After the failed presentation, a consultant or analyst who knows how to get his point across will draw a simple diagram or chart on a white board that will be far more convincing and effective than the entire PowerPoint presentation.

This book is for the person who wants to get point across.

4 of 6 people found the following review helpful.

Consider it part of a broad business education

By D. Macneil

When one considers the amount of time/money they spend on improving their job skills, it would seem obvious that a high-value read like 'Say it with Charts' would be worth some consideration. It provides a framework for using charts to your advantage- and not just within oral presentations. If anything, this book will increase your willingness to use charts to your advantage when selling an opinion. It forces the user to think about exactly what it is they are trying to say - and then produce a professional looking chart to relay that message.

Any edition will do - the content will not change with the times. The underlying principles can be quite powerful and can be the difference between a simple presentation and one which elicits praise.

See all 29 customer reviews...



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