



Say It with Charts: The Executive's Guide to Visual Communication

Gene Zelazny

[Download now](#)

[Read Online](#) 

Say It with Charts: The Executive's Guide to Visual Communication

Gene Zelazny

Say It with Charts: The Executive's Guide to Visual Communication Gene Zelazny

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

Say It with Charts: The Executive's Guide to Visual Communication Details

Date : Published March 15th 2001 by McGraw-Hill Education (first published February 1987)
ISBN : 9780071369978
Author : Gene Zelazny
Format : Hardcover 225 pages
Genre : Business, Nonfiction, Language, Communication, Management

 [Download Say It with Charts: The Executive's Guide to Visua ...pdf](#)

 [Read Online Say It with Charts: The Executive's Guide to Vis ...pdf](#)

Download and Read Free Online Say It with Charts: The Executive's Guide to Visual Communication
Gene Zelazny

From Reader Review Say It with Charts: The Executive's Guide to Visual Communication for online ebook

Chloe says

Read for work - so utterly boring

Maya Dellor says

This one is helpful to get clarity on what type of graphical aid to use to get people to understand numerical information in a presentation.

Andrii says

?????? ????? ????????? ?????? ????? ? ????? ?????????? ????? ?????????????? ? ?? ?????????? ??????????
????????? ??? ?????????????? ??????????
?????????, ? ????? ????? ? ?????????? ?????????, ?? ? ?? ??? ?? ?????? ?????????????? ???????.

Manoj Saha says

Wonderful book - everything explained with practical examples; a must read for bringing out the message clearly from the data.

Hjtimmer says

Wicht chart for your message!?

Theut says

Da 5* per i contenuti, una pietra miliare.

Nitesh Kanthaliya says

The book is useful in deciding which graphs to pick up. Chapter 1 points out to mistakes people make and is an eye opener. The book I think is not very relevant otherwise in today's world when we do not use pencil and paper for drawing graphs.

