

Good Charts Smarter Persuasive Visualizations

Contrary to popular myth, we do not yet live in the "Information Age." At best, we live the "Data Age," obsessed with the production, collection, storage, dissemination, and monetization of digital data. But data, in and of itself, isn't valuable. Data only becomes valuable when we make sense of it. We rely on "information professionals" to help us understand data, but most fail in their efforts. Why? Not because they lack intelligence or tools, but mostly because they lack the necessary skills. Most information professionals have been trained primarily in the use of data analysis tools (Tableau, PowerBI, Qlik, SAS, Excel, R, etc.), but even the best tools are only useful in the hands of skilled individuals. Anyone can pick up a hammer and pound a nail, but only skilled carpenters can use a hammer to build a reliable structure. Making sense of data is skilled work, and developing those skills requires study and practice. Weaving data into understanding involves several distinct but complementary thinking skills. Foremost among them are critical thinking and scientific thinking. Until information professionals develop these capabilities, we will remain in the dark ages of data. This book is for information professionals, especially those who have been thrust into this important work without having a chance to

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develop these foundational skills. If you're an information professional and have never been trained to think critically and scientifically with data, this book will get you started. Once on this path, you'll be able to help usher in an Information Age worthy of the name.

Discover the foundation, power, and necessity of visual communication with this essential guide *Visual Communication Has Changed*. It's gone from being an optional medium for relaying information to an important method for building connections and increasing understanding. We now use visual storytelling to help us establish and strengthen relationships, engage distracted audiences, and bring clarity to complexity. *Killer Visual Strategies* examines how visual communication has transformed how brands connect with their customers and colleagues alike. It looks at the growing audience demand for quality visual content and how organizations must meet this demand or risk being left behind. *Killer Visual Strategies* traces the history of visual communication and explores why it now plays an integral role in our daily lives. As Amy Balliett tells the story of this evolving medium, she naturally incorporates visuals, such as timelines and data visualizations throughout. In addition to providing actionable rules to follow for creating high-impact visual content, Balliett also explores the latest trends, including visual search, augmented reality

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(AR), and virtual reality (VR). Then, she looks forward to what lies ahead in this dynamic field. The book's topics can benefit readers in a range of professions where visual content is now vital to sharing a message. Learn best practices for visual communication Gain inspiration from countless visual examples Stay on top of the latest trends in visual communication Understand visual communication for marketing, sales, design, HR, and more Killer Visual Strategies provides a clearer picture of the evolution of visual communication as a fundamental part of how a story is told.

It happens over and over again. Some innovation (a new product, a management trend) comes along that captures the public's imagination. Everybody joins the parade with great fanfare and high expectations. This "next big thing" promises to transform the companies that adopt it -- and inflict great peril on those that don't. Then, when the innovation fails to deliver as promised immediately, everyone starts bailing out. Investments are wasted; stock prices plunge; disillusionment sets in. It doesn't have to be this way. In *Mastering the Hype Cycle*, Jackie Fenn and Mark Raskino explain what drives this pattern and how your company can avoid its potential dangers. By understanding the hype cycle, you can ride it more skillfully -- timing your investment decisions so that the innovations you adopt stand the best chance of succeeding in the long-term.

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Drawing on company examples and Gartner's proven STREET (Scope, Track, Rank, Evaluate, Evangelize, Transfer) framework, the authors show how to orchestrate the key steps in the innovation-adoption process -- from choosing which innovations to take on and when in their life cycle you should adopt, to paving the way for a successful introduction. The hype cycle isn't going away. But this book arms you with the strategies you need to ride the crest of a new idea to success -- and steer clear of the trough of disillusionment.

Unlike any time before in our lives, we have access to vast amounts of free information. With the right tools, we can start to make sense of all this data to see patterns and trends that would otherwise be invisible to us. By transforming numbers into graphical shapes, we allow readers to understand the stories those numbers hide. In this practical introduction to understanding and using information graphics, you'll learn how to use data visualizations as tools to see beyond lists of numbers and variables and achieve new insights into the complex world around us. Regardless of the kind of data you're working with—business, science, politics, sports, or even your own personal finances—this book will show you how to use statistical charts, maps, and explanation diagrams to spot the stories in the data and learn new things from it. You'll also get to peek into the creative process of some of the

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world's most talented designers and visual journalists, including Condé Nast Traveler's John Grimwade, National Geographic Magazine's Fernando Baptista, The New York Times' Steve Duenes, The Washington Post's Hannah Fairfield, Hans Rosling of the Gapminder Foundation, Stanford's Geoff McGhee, and European superstars Moritz Stefaner, Jan Willem Tulp, Stefanie Posavec, and Gregor Aisch. The book also includes a DVD-ROM containing over 90 minutes of video lessons that expand on core concepts explained within the book and includes even more inspirational information graphics from the world's leading designers. The first book to offer a broad, hands-on introduction to information graphics and visualization, *The Functional Art* reveals:

- Why data visualization should be thought of as “functional art” rather than fine art
- How to use color, type, and other graphic tools to make your information graphics more effective, not just better looking
- The science of how our brains perceive and remember information
- Best practices for creating interactive information graphics
- A comprehensive look at the creative process behind successful information graphics
- An extensive gallery of inspirational work from the world's top designers and visual artists

On the DVD-ROM: In this introductory video course on information graphics, Alberto Cairo goes into greater detail with even more visual examples of

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how to create effective information graphics that function as practical tools for aiding perception. You'll learn how to: incorporate basic design principles in your visualizations, create simple interfaces for interactive graphics, and choose the appropriate type of graphic forms for your data. Cairo also deconstructs successful information graphics from The New York Times and National Geographic magazine with sketches and images not shown in the book. All of Peachpit's eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: If you are able to search the book, search for "Where are the lesson files?" Go to the very last page of the book and scroll backwards. You will need a web-enabled device or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear. Data visualization is an efficient and effective medium for communicating large amounts of information, but the design process can often seem like an unexplainable creative endeavor. This concise book aims to demystify the design process

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by showing you how to use a linear decision-making process to encode your information visually. Delve into different kinds of visualization, including infographics and visual art, and explore the influences at work in each one. Then learn how to apply these concepts to your design process. Learn data visualization classifications, including explanatory, exploratory, and hybrid Discover how three fundamental influences—the designer, the reader, and the data—shape what you create Learn how to describe the specific goal of your visualization and identify the supporting data Decide the spatial position of your visual entities with axes Encode the various dimensions of your data with appropriate visual properties, such as shape and color See visualization best practices and suggestions for encoding various specific data types Discusses how readers can make persuasive presentations that inspire action, engage the audience, and sell ideas.

"You've got a great idea that will increase revenue or productivity--but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and number crunching, so you just take a stab at

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estimating costs and benefits, with little confidence in your accuracy. To get any idea off the ground at your company you'll have to make a strong case for it.

This guide gives you the tools to do that"--

Impossible ideas, invisible patterns, hidden connections—visualized Deepen your understanding of the world with these mind-blowing infographics from the bestselling author of *The Visual Miscellaneum*

From Kevin Hartman, Director of Analytics at Google, comes an essential guide for anyone seeking to collect, analyze, and visualize data in today's digital world (printed in black & white to keep print costs down). Even if you know nothing about digital marketing analytics, digital marketing analytics knows plenty about you. It's a fundamental, inescapable, and permanent cornerstone of modern business that affects the lives of analytics professionals and consumers in equal measure. This five-part book is an attempt to provide the context, perspective, and information needed to make analytics accessible to people who understand its reach and relevance and want to learn more. PART 1: The Day the Geeks Took Over The ubiquity of data analytics today isn't just a product of the past half-century's transformative and revolutionary changes in commerce and technology. Humanity has been developing, analyzing, and using data for millennia. Understanding where digital marketing

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analytics is now and where it will be in five, 10, or 50 years requires a holistic and historical view of our relationship and interaction with data. Part 1 looks at modern analysts and analytics in the context of its distinct historical epochs, each one containing major inflection points and laying a foundation for future advancements in the ART + SCIENCE that is modern data analytics. PART 2: Consumer/Brand Relationships The methods that brands use to build relationships with consumers - online video, search, display ads, and social media - give analysts a wealth of data about behaviors on these platforms. Knowing how to assess successful consumer/brand relationships and understanding a consumer's purchase journey requires a useable framework for parsing this data. In Part 2, we explore each digital channel in-depth, including a discussion of key metrics and measurements, how consumers interact with brands on each platform, and ways of organizing consumer data that enable actionable insights. PART 3: The Science of Analytics Part 3 focuses on understanding digital data creation, how brands use that data to measure digital marketing effectiveness, and the tools and skill sets analysts need to work effectively with data. While the contents are lightly technical, this section veers into the colloquial as we dive into multitouch attribution models, media mix models, incrementality studies, and other ways analysts conduct marketing

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measurement today. Part 3 also provides a useful framework for evaluating data analysis and visualization tools and explains the critical importance of digital marketing maturity to analysts and the companies for which they work. PART 4: The Art of Analytics Every analyst dreams of coming up with the "Big Idea" - the game-changing and previously unseen insight or approach that gives their organization a competitive advantage and their career a huge boost. But dreaming won't get you there. It requires a thoughtful and disciplined approach to analysis projects. In this part of the book, I detail the four elements of the Marketing Analytics Process (MAP): plan, collect, analyze, report. Part 4 also explains the role of the analyst, the six mutually exclusive and collectively exhaustive ("MECE") marketing objectives, how to find context and patterns in collected data, and how to avoid the pitfalls of bias. PART 5: Storytelling with Data In Part 5, we dive headlong into the most important aspect of digital marketing analytics: transforming the data the analyst compiled into a comprehensive, coherent, and meaningful report. I outline the key characteristics of good visuals and the minutiae of chart design and provide a five-step process for analysts to follow when they're on their feet and presenting to an audience.

A leading data visualization expert explores the negative—and positive—influences that charts have on

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our perception of truth. We've all heard that a picture is worth a thousand words, but what if we don't understand what we're looking at? Social media has made charts, infographics, and diagrams ubiquitous—and easier to share than ever. We associate charts with science and reason; the flashy visuals are both appealing and persuasive. Pie charts, maps, bar and line graphs, and scatter plots (to name a few) can better inform us, revealing patterns and trends hidden behind the numbers we encounter in our lives. In short, good charts make us smarter—if we know how to read them. However, they can also lead us astray. Charts lie in a variety of ways—displaying incomplete or inaccurate data, suggesting misleading patterns, and concealing uncertainty—or are frequently misunderstood, such as the confusing cone of uncertainty maps shown on TV every hurricane season. To make matters worse, many of us are ill-equipped to interpret the visuals that politicians, journalists, advertisers, and even our employers present each day, enabling bad actors to easily manipulate them to promote their own agendas. In *How Charts Lie*, data visualization expert Alberto Cairo teaches us to not only spot the lies in deceptive visuals, but also to take advantage of good ones to understand complex stories. Public conversations are increasingly propelled by numbers, and to make sense of them we must be able to decode and use visual information. By

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examining contemporary examples ranging from election-result infographics to global GDP maps and box-office record charts, *How Charts Lie* demystifies an essential new literacy, one that will make us better equipped to navigate our data-driven world. Explore different perspectives and approaches to create more effective visualizations

#MakeoverMonday offers inspiration and a giant dose of perspective for those who communicate data. Originally a small project in the data visualization community, #MakeoverMonday features a weekly chart or graph and a dataset that community members reimagine in order to make it more effective. The results have been astounding; hundreds of people have contributed thousands of makeovers, perfectly illustrating the highly variable nature of data visualization. Different takes on the same data showed a wide variation of theme, focus, content, and design, with side-by-side comparisons throwing more- and less-effective techniques into sharp relief. This book is an extension of that project, featuring a variety of makeovers that showcase various approaches to data communication and a focus on the analytical, design and storytelling skills that have been developed through #MakeoverMonday. Paging through the makeovers ignites immediate inspiration for your own work, provides insight into different perspectives, and highlights the techniques that truly make an impact.

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Explore the many approaches to visual data communication Think beyond the data and consider audience, stakeholders, and message Design your graphs to be intuitive and more communicative Assess the impact of layout, color, font, chart type, and other design choices Creating visual representation of complex datasets is tricky. There's the mandate to include all relevant data in a clean, readable format that best illustrates what the data is saying—but there is also the designer's impetus to showcase a command of the complexity and create multidimensional visualizations that “look cool.” #MakeoverMonday shows you the many ways to walk the line between simple reporting and design artistry to create exactly the visualization the situation requires.

The definitive reference book with real-world solutions you won't find anywhere else The Big Book of Dashboards presents a comprehensive reference for those tasked with building or overseeing the development of business dashboards. Comprising dozens of examples that address different industries and departments (healthcare, transportation, finance, human resources, marketing, customer service, sports, etc.) and different platforms (print, desktop, tablet, smartphone, and conference room display) The Big Book of Dashboards is the only book that matches great dashboards with real-world business scenarios. By organizing the book based

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on these scenarios and offering practical and effective visualization examples, *The Big Book of Dashboards* will be the trusted resource that you open when you need to build an effective business dashboard. In addition to the scenarios there's an entire section of the book that is devoted to addressing many practical and psychological factors you will encounter in your work. It's great to have theory and evidenced-based research at your disposal, but what will you do when somebody asks you to make your dashboard 'cooler' by adding packed bubbles and donut charts? The expert authors have a combined 30-plus years of hands-on experience helping people in hundreds of organizations build effective visualizations. They have fought many 'best practices' battles and having endured bring an uncommon empathy to help you, the reader of this book, survive and thrive in the data visualization world. A well-designed dashboard can point out risks, opportunities, and more; but common challenges and misconceptions can make your dashboard useless at best, and misleading at worst. *The Big Book of Dashboards* gives you the tools, guidance, and models you need to produce great dashboards that inform, enlighten, and engage. Communicating your idea in a clear, compelling, and persuasive manner is critical when trying to launch a new venture. This Harvard Business Review collection brings together two popular books to help

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you craft your story, design better visualizations, impress your audience, and turn your idea into reality. Understanding and using data viz to persuade is a must-have skill for anyone in business today--especially if you're launching a new venture. In *Good Charts*, dataviz maven Scott Berinato provides an essential guide to how visualization works. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. How do you launch the venture of your dreams? In *Get Backed*, entrepreneurs Evan Baehr and Evan Loomis argue that it's not just about securing startup funding. It's about building the right relationships, crafting a compelling story, and creating the perfect pitch deck. Filled with proven tips, exercises, and templates, this book shows the process for how to successfully communicate your vision. *Good Charts* will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas. *Get Backed* will show you exactly what it takes to get funded and will give you the tools to launch a new venture. Together, these books will help you bring your idea to life. Agile has the power to transform work--but only if it's implemented the right way. For decades business leaders have been painfully aware of a huge chasm: They aspire to create nimble, flexible enterprises. But their day-to-day reality is silos, sluggish

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processes, and stalled innovation. Today, agile is hailed as the essential bridge across this chasm, with the potential to transform a company and catapult it to the head of the pack. Not so fast. In this clear-eyed, indispensable book, Bain & Company thought leader Darrell Rigby and his colleagues Sarah Elk and Steve Berez provide a much-needed reality check. They dispel the myths and misconceptions that have accompanied agile's rise to prominence--the idea that it can reshape an organization all at once, for instance, or that it should be used in every function and for all types of work. They illustrate that agile teams can indeed be powerful, making people's jobs more rewarding and turbocharging innovation, but such results are possible only if the method is fully understood and implemented the right way. The key, they argue, is balance. Every organization must optimize and tightly control some of its operations, and at the same time innovate. Agile, done well, enables vigorous innovation without sacrificing the efficiency and reliability essential to traditional operations. The authors break down how agile really works, show what not to do, and explain the crucial importance of scaling agile properly in order to reap its full benefit. They then lay out a road map for leading the transition to a truly agile enterprise. Agile isn't a goal in itself; it's a means to becoming a high-performance operation. Doing Agile Right is a must-

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have guide for any company trying to make the transition--or trying to sustain high agility.

What I Didn't Learn in Business School is a compelling read---whether you're a recent business school grad struggling to apply your new knowledge or an experienced leader who already knows that no strategy is created in a vacuum. --Book Jacket.

Voted one of the "six best books for data geeks" by The Financial Times. Read the review here.

Lecturers, request your electronic inspection copy.

Never has it been more essential to work in the world of data. Scholars and students need to be able to analyze, design, and curate information into useful tools of communication, insight, and understanding.

This book is the starting point in learning the process and skills of data visualization, teaching the concepts and skills of how to present data, and inspiring effective visual design. Benefits of this book: A

flexible step-by-step journey that equips you to achieve great data visualization A curated collection of classic and contemporary examples, giving illustrations of good and bad practice Examples on every page to give creative inspiration Illustrations of good and bad practice show you how to critically evaluate and improve your own work Advice and experience from the best designers in the field Loads of online practical help, checklists, case studies and exercises make this the most comprehensive text available

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No matter what your actual job title, you are—or soon will be—a data worker. Every day, at work, home, and school, we are bombarded with vast amounts of free data collected and shared by everyone and everything from our co-workers to our calorie counters. In this highly anticipated follow-up to *The Functional Art*—Alberto Cairo's foundational guide to understanding information graphics and visualization—the respected data visualization professor explains in clear terms how to work with data, discover the stories hidden within, and share those stories with the world in the form of charts, maps, and infographics. In *The Truthful Art*, Cairo transforms elementary principles of data and scientific reasoning into tools that you can use in daily life to interpret data sets and extract stories from them. *The Truthful Art* explains:

- The role infographics and data visualization play in our world
- Basic principles of data and scientific reasoning that anyone can master
- How to become a better critical thinker
- Step-by-step processes that will help you evaluate any data visualization (including your own)
- How to create and use effective charts, graphs, and data maps to explain data to any audience

The Truthful Art is also packed with inspirational and educational real-world examples of data visualizations from such leading publications as *The New York Times*, *The Wall Street Journal*, *Estado de São Paulo* (Brazil), *Berliner Morgenpost* (Germany), and many more.

Talk. Sketch. Prototype. Repeat. You know right away when you see an effective chart or graphic. It hits you with an immediate sense of its meaning and impact. But what actually makes it clearer, sharper, and more effective? If you're ready to create your own "good charts"—data visualizations that powerfully communicate your ideas and research and that advance your career--the *Good Charts Workbook* is the hands-on guide you've been looking for. The original *Good Charts* changed the landscape by helping readers understand

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how to think visually and by laying out a process for creating powerful data visualizations. Now, the Good Charts Workbook provides tools, exercises, and practical insights to help people in all kinds of enterprises gain the skills they need to get started. Harvard Business Review Senior Editor and dataviz expert Scott Berinato leads you, step-by-step, through the key challenges in creating good charts--controlling color, crafting for clarity, choosing chart types, practicing persuasion, capturing concepts--with warm-up exercises and mini-challenges for each. The Workbook includes helpful prompts and reminders throughout, as well as white space for users to practice the Good Charts talk-sketch-prototype process. Good Charts Workbook is the must-have manual for better understanding the dataviz around you and for creating better charts to make your case more effectively.

The right visual revealed at the right time can turn an unremarkable presentation into a resonant, emotional experience. This two-book collection provides you with the tools you need to craft and deliver presentations that will impress your audience, increase your influence in your organization, and advance your career. Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations shows how a good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication. For a long time "dataviz" was left to specialists--data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. What's more, building good charts is quickly becoming a need-to-have skill for managers. If you're not doing it, other managers are, and

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they're getting noticed for it and getting credit for contributing to your company's success. In *Good Charts*, dataviz maven Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade. Dataviz today is where spreadsheets and word processors were in the early 1980s—on the cusp of changing how we work. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. This book is much more than a set of static rules for making visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create "feelings behind our eyes." Along the way, Berinato also includes many engaging vignettes of dataviz pros, illustrating the ideas in practice. *Good Charts* will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas. *HBR Guide to Persuasive Presentations* will teach you to how to take the pain out of presentations. Terrified of speaking in front of a group? Or simply looking to polish your skills? No matter where you are on the spectrum, this guide will give you the confidence and the tools you need to get results. Written by presentation expert Nancy Duarte, the *HBR Guide to Persuasive Presentations* will help you: (1) Win over tough crowds, (2) Organize a coherent narrative, (3) Create powerful messages and visuals, (4) Connect with and engage your audience, (5) Show people why your ideas matter to them, and (6) Strike the right tone, in any situation. Tell your story and show it with data, using free and easy-to-learn tools on the web. This introductory book teaches you how to design interactive charts and customized maps for your website, beginning with simple drag-and-drop tools such as Google Sheets, Datawrapper, and Tableau Public. You'll

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also gradually learn how to edit open source code templates like Chart.js, Highcharts, and Leaflet on GitHub. Hands-On Data Visualization takes you step-by-step through tutorials, real-world examples, and online resources. This practical guide is ideal for students, nonprofit organizations, small business owners, local governments, journalists, academics, and anyone who wants to take data out of spreadsheets and turn it into lively interactive stories. No coding experience is required. Build interactive charts and maps and embed them in your website Understand the principles for designing effective charts and maps Learn key data visualization concepts to help you choose the right tools Convert and transform tabular and spatial data to tell your data story Edit and host Chart.js, Highcharts, and Leaflet map code templates on GitHub Learn how to detect bias in charts and maps produced by others

'Illuminate' demonstrates how, though the power of persuasive communication, one can turn an idea into a movement, as compared with the likes of Steve Jobs, Dr. Martin Luther King, Jr., Starbucks, IBM, and more.

A good visualization can communicate the nature and potential impact of ideas more powerfully than any other form of communication. For a long time, "dataviz" was left to specialists--data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. The Harvard Business Review Good Charts Collection brings together two popular books to help you become more sophisticated in understanding and using dataviz to communicate your ideas and advance your career. In Good Charts, dataviz maven and Harvard Business Review editor Scott Berinato provides an essential guide to how visualization works and how to use this

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new language to impress and persuade. He lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. In *Good Charts Workbook*, Berinato extends the usefulness of *Good Charts* by putting theory into practice. He leads readers step-by-step through several example datasets and basic charts, providing space to practice the Good Charts talk-sketch-prototype process for improving those charts. Examples include a "Discussion Key" showing how to approach the challenge and why. Each challenge focuses on a different, common visualization problem such as simplification, storytelling, creating conceptual charts, and many others. The Harvard Business Review Good Charts Collection is your go-to resource for turning plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas.

Transform your marketing efforts through the power of visual content. In today's fast-paced environment, you must communicate your message in a concise and engaging way that sets it apart from the noise. Visual content—such as infographics and data visualization—can accomplish this. With DIY functionality, *Infographics: The Power of Visual Storytelling* will teach you how to find stories in your data, and how to visually communicate and share them with your audience for maximum impact. Infographics will show you the vast potential to using the communication medium as a marketing tool by creating informative and shareable infographic content. Learn how to explain an object, idea, or process using strong illustration that captures interest and provides instant clarity. Discover how to unlock interesting stories (in previously buried or boring data) and turn them into visual communication that will help build brands and increase sales. Use the power of visual content to communicate with and engage your audience, capture attention, and expand

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your market.

“Anyone who comes to pitch on Shark Tank should read this book first!” —Barbara Corcoran, ABC's Shark Tank “I have seen literally thousands of companies trying to raise capital and know that a great pitch deck is critical. This book gives you the playbook for creating yours.” —Naval Ravikant, cofounder and CEO, AngelList “I raised twice the amount of money I set out to in a mere five weeks. I’m naming my firstborn child after the Evans.” —Slava Menn, cofounder and CEO, Fortified Bicycle

HOW DO YOU LAUNCH THE VENTURE OF YOUR DREAMS?

Get Backed isn't just about startup fundraising. It's a handbook for anyone who has an idea and needs to build relationships to get it off the ground. Over the last 3 years, entrepreneurs Evan Loomis and Evan Baehr have raised \$45 million for their own ventures, including the second largest round on the fundraising platform AngelList. In Get Backed, they show you exactly what they and dozens of others did to raise money—even the mistakes they made—while sharing the secrets of the world's best storytellers, fundraisers, and startup accelerators. They'll also teach you how to use “the friendship loop”, a step-by-step process that can be used to initiate and build relationships with anyone, from investors to potential cofounders. And, most of all, they'll help you create a pitch deck, building on the real-life examples of 15 ventures that have raised over \$150 million. What's in the book?

- The original pitch decks and fundraising strategies of 15 ventures that raised over \$150 million
- Email scripts that will get you a meeting with angel investors, venture capitalists, and potential board members
- Pitching exercises developed by startup talent beds like Stanford University's d.school and Techstars
- A breakdown of the 10 essential pitch deck slides, how to create them, and what questions you should answer with each
- An overview of the 5 main funding

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sources for startups, the pros and cons of each, and who the big players are • A crash-course in visual and presentation design that will make any deck beautiful • Templates for 4 stories every entrepreneur should know how to tell • The story of one entrepreneur who showed up in Silicon Valley with no network and six months later had investments from Fred Anderson, Bono, and Peter Thiel Get Backed will show you exactly what it takes to get funded and will give you the tools to make any idea a reality.

A fresh look at visualization from the author of Visualize This Whether it's statistical charts, geographic maps, or the snappy graphical statistics you see on your favorite news sites, the art of data graphics or visualization is fast becoming a movement of its own. In Data Points: Visualization That Means Something, author Nathan Yau presents an intriguing complement to his bestseller Visualize This, this time focusing on the graphics side of data analysis. Using examples from art, design, business, statistics, cartography, and online media, he explores both standard-and not so standard-concepts and ideas about illustrating data. Shares intriguing ideas from Nathan Yau, author of Visualize This and creator of flowingdata.com, with over 66,000 subscribers Focuses on visualization, data graphics that help viewers see trends and patterns they might not otherwise see in a table Includes examples from the author's own illustrations, as well as from professionals in statistics, art, design, business, computer science, cartography, and more Examines standard rules across all visualization applications, then explores when and where you can break those rules Create visualizations that register at all levels, with Data Points: Visualization That Means Something.

Practical data design tips from a data visualization expert of the modern age Data doesn't decrease; it is ever-increasing and can be overwhelming to organize in a way that

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makes sense to its intended audience. Wouldn't it be wonderful if we could actually visualize data in such a way that we could maximize its potential and tell a story in a clear, concise manner? Thanks to the creative genius of Nathan Yau, we can. With this full-color book, data visualization guru and author Nathan Yau uses step-by-step tutorials to show you how to visualize and tell stories with data. He explains how to gather, parse, and format data and then design high quality graphics that help you explore and present patterns, outliers, and relationships. Presents a unique approach to visualizing and telling stories with data, from a data visualization expert and the creator of flowingdata.com, Nathan Yau Offers step-by-step tutorials and practical design tips for creating statistical graphics, geographical maps, and information design to find meaning in the numbers Details tools that can be used to visualize data-native graphics for the Web, such as ActionScript, Flash libraries, PHP, and JavaScript and tools to design graphics for print, such as Rand Illustrator Contains numerous examples and descriptions of patterns and outliers and explains how to show them Visualize This demonstrates how to explain data visually so that you can present your information in a way that is easy to understand and appealing.

Good Charts The HBR Guide to Making Smarter, More Persuasive Data Visualizations Harvard Business Review Press

DON'T LET YOUR WRITING HOLD YOU BACK. When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and

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persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you: • Push past writer's block • Grab—and keep—readers' attention • Earn credibility with tough audiences • Trim the fat from your writing • Strike the right tone • Brush up on grammar, punctuation, and usage

An expert on presenting information visually provides a step-by-step guide to executing clear, concise and intelligent graphics and charts for everyone from the average PowerPoint user to the sophisticated professional. Reprint. The first-of-its-kind book on data story telling set in the Indian context by an Indian author. The Power of Data Storytelling is a book that aims to solve the classic dilemma of—How do I make company data interesting and present it in the form of a great data story for today's time-crunched professionals. The book focuses on various methods of converting dry facts and figures into interesting characters, events and relaying them in the form of a story to enable company's decision-making. The book covers all data story related aspects—art of storytelling, building, writing and visualizing. The book reflects practical corporate examples from varied fields and how data storytelling enabled the decision-making process. It does not require knowledge of sophisticated tools and introduces new, simple and application-oriented methods at every stage to take data storytelling forward. The book has wide application across industries and organizations with data sets that are big and small. It has explanatory written and visual examples at every discussion which makes it less theoretical and more practically applicable.

Using space photographs and scaled maps, demonstrates the actual size of objects in the cosmos, from Buzz Aldrin's historic footprint on the Moon to the entire visible universe, with a gatefold of the Gott-Juric Map of the Universe.

NOW IN FULL COLOR! Written by sought-after speaker,

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designer, and researcher Stephanie D. H. Evergreen, *Effective Data Visualization* shows readers how to create Excel charts and graphs that best communicate their data findings. This comprehensive how-to guide functions as a set of blueprints—supported by both research and the author’s extensive experience with clients in industries all over the world—for conveying data in an impactful way. Delivered in Evergreen’s humorous and approachable style, the book covers the spectrum of graph types available beyond the default options, how to determine which one most appropriately fits specific data stories, and easy steps for building the chosen graph in Excel. Now in full color with new examples throughout, the Second Edition includes a revamped chapter on qualitative data, nine new quantitative graph types, new shortcuts in Excel, and an entirely new chapter on *Sharing Your Data With the World*, which provides advice on using dashboards. New from Stephanie Evergreen! *The Data Visualization Sketchbook* provides advice on getting started with sketching and offers tips, guidance, and completed sample sketches for a number of reporting formats. Bundle *Effective Data Visualization, 2e*, and *The Data Visualization Sketchbook*, using ISBN 978-1-5443-7178-8!

Don't let a fear of numbers hold you back. Today's business environment brings with it an onslaught of data. Now more than ever, managers must know how to tease insight from data--to understand where the numbers come from, make sense of them, and use them to inform tough decisions. How do you get started? Whether you're working with data experts or running your own tests, you'll find answers in the *HBR Guide to Data Analytics Basics for Managers*. This book describes three key steps in the data analysis process, so you can get the information you need, study the data, and communicate your findings to others. You'll learn how to:

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Identify the metrics you need to measure Run experiments and A/B tests Ask the right questions of your data experts Understand statistical terms and concepts Create effective charts and visualizations Avoid common mistakes Tell Insightful, Actionable Business Stories with Tableau, the World's Leading Data Visualization Tool! Visual Data Storytelling with Tableau brings together knowledge, context, and hands-on skills for telling powerful, actionable data stories with Tableau. This full-color guide shows how to organize data and structure analysis with storytelling in mind, embrace exploration and visual discovery, and articulate findings with rich data, carefully curated visualizations, and skillfully crafted narrative. You don't need any visualization experience. Each chapter illuminates key aspects of design practice and data visualization, and guides you step-by-step through applying them in Tableau. Through realistic examples and classroom-tested exercises, Professor Lindy Ryan helps you use Tableau to analyze data, visualize it, and help people connect more intuitively and emotionally with it. Whether you're an analyst, executive, student, instructor, or journalist, you won't just master the tools: you'll learn to craft data stories that make an immediate impact--and inspire action. Learn how to:

- Craft more powerful stories by blending data science, genre, and visual design
- Ask the right questions upfront to plan data collection and analysis
- Build storyboards and choose charts based on your message and audience
- Direct audience attention to the points that matter most
- Showcase your data stories in high-impact presentations
- Integrate Tableau storytelling throughout your business communication
- Explore case studies that show what to do--and what not to do
- Discover visualization best practices, tricks, and hacks you can use with any tool

Includes coverage up through Tableau 10

A visual guide to the way the world really works Every day,

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every hour, every minute we are bombarded by information - from television, from newspapers, from the internet, we're steeped in it, maybe even lost in it. We need a new way to relate to it, to discover the beauty and the fun of information for information's sake. No dry facts, theories or statistics. Instead, *Information is Beautiful* contains visually stunning displays of information that blend the facts with their connections, their context and their relationships - making information meaningful, entertaining and beautiful. This is information like you have never seen it before - keeping text to a minimum and using unique visuals that offer a blueprint of modern life - a map of beautiful colour illustrations that are tactile to hold and easy to flick through but intriguing and engaging enough to study for hours.

Don't simply show your data—tell a story with it! *Storytelling with Data* teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to:

- Understand the importance of context and audience
- Determine the appropriate type of graph for your situation
- Recognize and eliminate the clutter clouding your information
- Direct your audience's attention to the most important parts of your data
- Think like a designer and utilize concepts of design in data visualization
- Leverage the power of storytelling to help your message resonate with your

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audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Dataviz—the new language of business A good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication. For a long time “dataviz” was left to specialists—data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. What’s more, building good charts is quickly becoming a need-to-have skill for managers. If you’re not doing it, other managers are, and they’re getting noticed for it and getting credit for contributing to your company’s success. In Good Charts, dataviz maven Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade. Dataviz today is where spreadsheets and word processors were in the early 1980s—on the cusp of changing how we work. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. This book is much more than a set of static rules for making visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create “feelings behind our eyes.” Along the way, Berinato also includes many engaging vignettes of dataviz pros, illustrating the ideas in practice. Good Charts will help you turn plain, uninspiring charts that merely present

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information into smart, effective visualizations that powerfully convey ideas.

Make information memorable with creative visual design techniques Research shows that visual information is more quickly and easily understood, and much more likely to be remembered. This innovative book presents the design process and the best software tools for creating infographics that communicate. Including a special section on how to construct the increasingly popular infographic resume, the book offers graphic designers, marketers, and business professionals vital information on the most effective ways to present data. Explains why infographics and data visualizations work Shares the tools and techniques for creating great infographics Covers online infographics used for marketing, including social media and search engine optimization (SEO) Shows how to market your skills with a visual, infographic resume Explores the many internal business uses of infographics, including board meeting presentations, annual reports, consumer research statistics, marketing strategies, business plans, and visual explanations of products and services to your customers With Cool Infographics, you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data.

Master the art and science of data storytelling—with frameworks and techniques to help you craft compelling stories with data. The ability to effectively communicate with data is no longer a luxury in today's economy; it is a necessity. Transforming data into visual communication is only one part of the picture. It is equally important to engage your audience with a narrative—to tell a story with the numbers. Effective Data Storytelling will teach you the essential skills necessary to communicate your insights through persuasive and memorable data stories. Narratives

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are more powerful than raw statistics, more enduring than pretty charts. When done correctly, data stories can influence decisions and drive change. Most other books focus only on data visualization while neglecting the powerful narrative and psychological aspects of telling stories with data. Author Brent Dykes shows you how to take the three central elements of data storytelling—data, narrative, and visuals—and combine them for maximum effectiveness. Taking a comprehensive look at all the elements of data storytelling, this unique book will enable you to: Transform your insights and data visualizations into appealing, impactful data stories Learn the fundamental elements of a data story and key audience drivers Understand the differences between how the brain processes facts and narrative Structure your findings as a data narrative, using a four-step storyboarding process Incorporate the seven essential principles of better visual storytelling into your work Avoid common data storytelling mistakes by learning from historical and modern examples

Effective Data Storytelling: How to Drive Change with Data, Narrative and Visuals is a must-have resource for anyone who communicates regularly with data, including business professionals, analysts, marketers, salespeople, financial managers, and educators.

Influence action through data! This is not a book. It is a one-of-a-kind immersive learning experience through which you can become—or teach others to be—a powerful data storyteller. Let's practice! helps you build confidence and credibility to create graphs and visualizations that make sense and weave them into action-inspiring stories. Expanding upon best seller storytelling with data's foundational lessons, Let's practice! delivers fresh content, a plethora of new examples, and over 100 hands-on exercises. Author and data storytelling maven Cole Nussbaumer Knaflic guides you along the path to hone core skills and become a well-practiced data communicator.

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Each chapter includes: ? Practice with Cole: exercises based on real-world examples first posed for you to consider and solve, followed by detailed step-by-step illustration and explanation ? Practice on your own: thought-provoking questions and even more exercises to be assigned or worked through individually, without prescribed solutions ? Practice at work: practical guidance and hands-on exercises for applying storytelling with data lessons on the job, including instruction on when and how to solicit useful feedback and refine for greater impact The lessons and exercises found within this comprehensive guide will empower you to master—or develop in others—data storytelling skills and transition your work from acceptable to exceptional. By investing in these skills for ourselves and our teams, we can all tell inspiring and influential data stories!

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