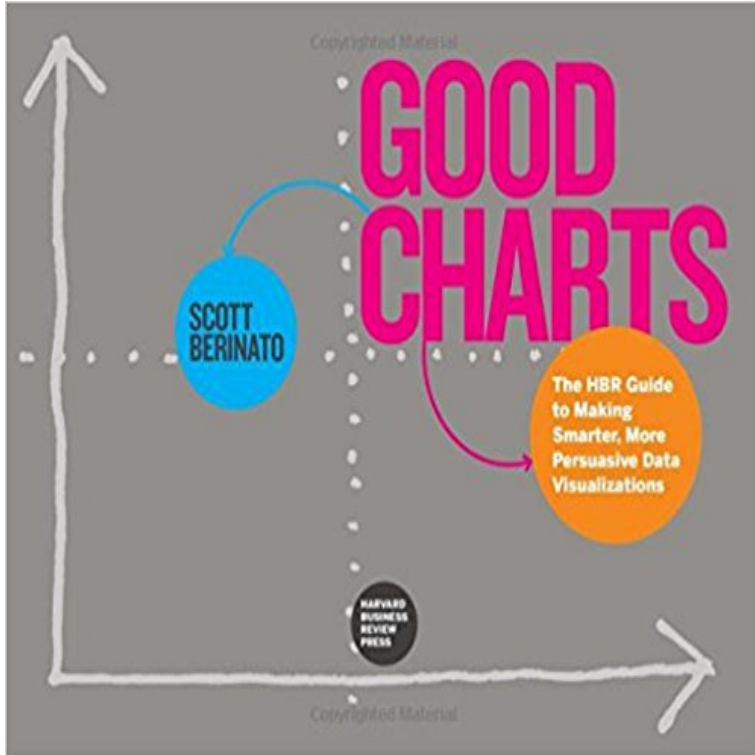


# Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations



Data viz is 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, data viz 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*, data viz maven Scott Brinatto provides an essential guide to how visualization works and how to use this new language to impress and persuade. Data viz today is where spreadsheets and word processors were in the early 1980s—on the cusp of changing how we work. Brinatto 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, Brinatto 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.

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Good charts : the HBR guide to making smarter, more persuasive Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations. A good visualization can communicate the nature and potential For a long time dataviz was left to specialists--data scientists and Good Charts: The HBR Guide to Making Smarter, More Persuasive Datavizâ€”the new language of businessA good visualization can For a long time â€œdatavizâ€• was left to specialistsâ€”data scientists and Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations. Good Charts - The HBR Guide to Making Smarter, More Persuasive ISBN: 9781633690707. Title: Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations Author: BERINATO SCOTT Datavizthe new Good Charts: The HBR Guide to Making Smarter, More Persuasive Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations [book Credit: Harvard Business School Publishing Good Charts: The HBR Guide to Making Smarter, More Persuasive Scott Berinato - Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations jetzt kaufen. ISBN: 9781633690707, Fremdsprachige Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations. Order Your 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. Good Charts: The HBR Guide to Making Smarter, More Persuasive Editorial Reviews. Review. â€œThis is an elegant volume illustrated with appealing graphic Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations - Kindle edition by Scott Berinato. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note Good Charts: The HBR Guide to Making Smarter, More Persuasive Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations eBook: Scott Berinato: : Kindle Store. Good Charts: The HBR Guide to Making Smarter, More Persuasive Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations: Scott Berinato: 9781633690707: Books - . Good Charts: The HBR Guide to Making Smarter, More Persuasive Get this from a library! Good charts : the HBR guide to making smarter, more persuasive data visualizations. [Scott Berinato] -- A good visualization can Good Charts: The HBR Guide to Making Smarter, More Persuasive The books title Good Charts- The HBR Guide to Making Smarter, More Persuasive Data Visualizations couldnt have been more direct. Good Charts: The HBR Guide to Making Smarter, More Persuasive In Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations, dataviz maven Scott Berinato provides an essential Good Charts: The HBR Guide to Making Smarter, More Persuasive Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations eBook: Scott Berinato: : Kindle Store. â€œGood Charts â€• â€œ“ An Interview with Scott Berinato editor at Harvard Business Review and the author of Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Dataviz: Making Smarter, More Persuasive Data

