The Wall Street Journal Guide to Information Graphics: The Dos and Donts of Presenting Data, Facts, and Figures

By Dona M. Wong

W. W. Norton & Company. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 9.1in. x 6.9in. x 0.4in.The definitive guide to the graphic presentation of information. In todays data-driven world, professionals need to know how to express themselves in the language of graphics effectively and eloquently. Yet information graphics is rarely taught in schools or is the focus of on-the-job training. Now, for the first time, Dona M. Wong, a student of the information graphics pioneer Edward Tufte, makes this material available for all of us. In this book, you will learn: to choose the best chart that fits your data; the most effective way to communicate with decision makers when you have five minutes of their time; how to chart currency fluctuations that affect global business; how to use color effectively; how to make a graphic colorful even if only black and white are available. The book is organized in a series of mini-workshops backed up with illustrated examples, so not only will you learn what works and what doesnt but also you can see the dos and donts for yourself. This is an invaluable reference work for students and professional in all fields. 2-color; 500 illustrations, 16 pages...

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