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Scott Berinato on Data Viz and /"Good Charts /"

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In Good Charts, Scott Berinato demonstrates this, impressively distilling the history and mechanics of dataviz into a clear and powerful argument about the importance of understanding and making good charts in your own work. A must-have manual in today's workplace. ” Jack Parmer, CEO, Plotly—

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“ Good Charts ” will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas. A good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication.

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Good Charts: The HBR Guide to Making Smarter, More ...

Scott Berinato is a senior editor at Harvard Business Review and the author of Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations, from Harvard Business Review Press. 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 ...

“ Good Charts ” – An Interview with Scott Berinato

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Dataviz: Making Smarter, More Persuasive Data Visualizations

Scott Berinato is a senior editor at Harvard Business Review and the author of Good Charts Workbook: Tips Tools, and Exercises for Making Better Data Visualizations and Good Charts: The HBR Guide ...

Ask HBR: Data Science and the Art of Persuasion

Good Charts The HBR Guide to Making Smarter More Persuasive Data Visualizations Epub #220; The HBR ePUB #8608; The HBR Guide to eBook #243; Good Charts Epub Charts The HBR PDF #10003; Dataviz the new language of business A good visualization can communicate the nature and potential impact of information and ideas powerfully than any other form of communication For a long time dataviz wa

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 information into smart, effective visualizations that powerfully convey ideas.

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 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

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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.

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 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.

Discusses how readers can make persuasive presentations that inspire action, engage the audience, and sell ideas.

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: 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

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 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

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 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.

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.

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. 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

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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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