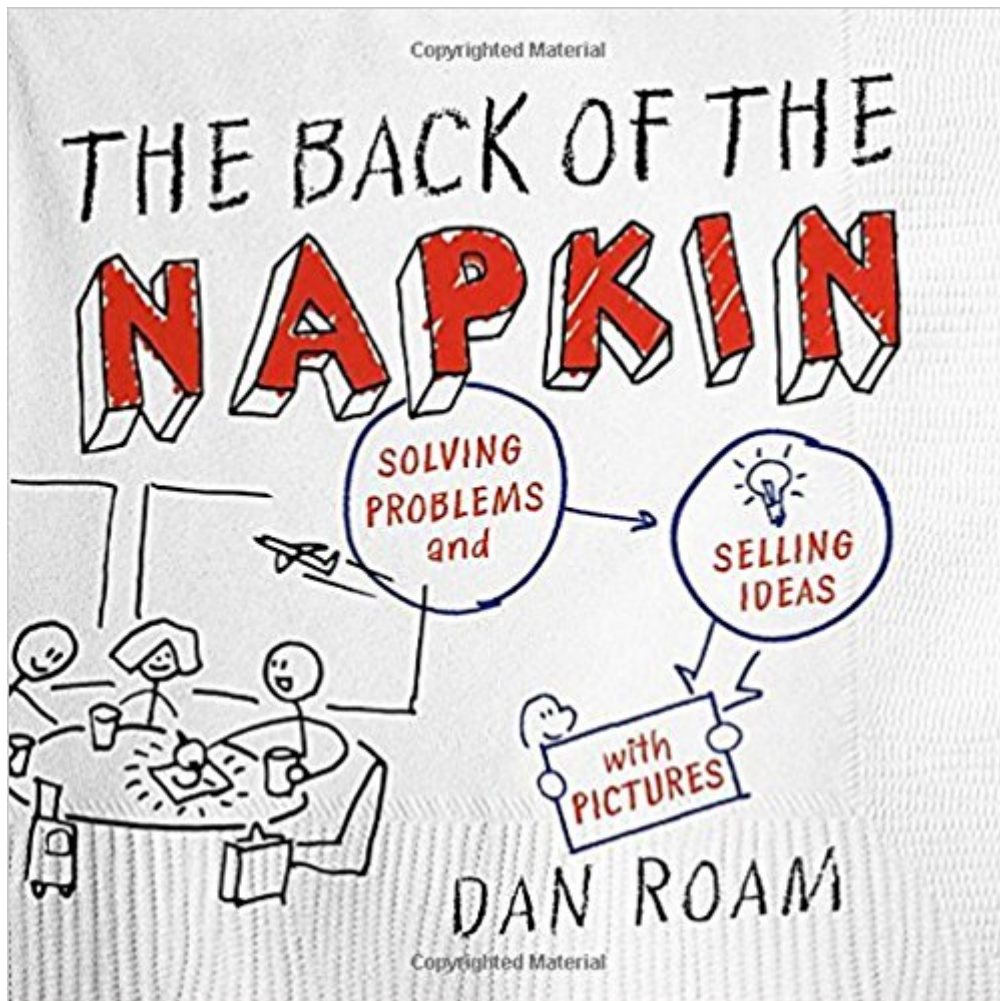


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The Back Of The Napkin (Expanded Edition): Solving Problems And Selling Ideas With Pictures



Synopsis

The acclaimed bestseller about visual problem solving-now bigger and better "There is no more powerful way to prove that we know something well than to draw a simple picture of it. And there is no more powerful way to see hidden solutions than to pick up a pen and draw out the pieces of our problem." So writes Dan Roam in *The Back of the Napkin*, the international bestseller that proves that a simple drawing on a humble napkin can be more powerful than the slickest PowerPoint presentation. Drawing on twenty years of experience and the latest discoveries in vision science, Roam teaches readers how to clarify any problem or sell any idea using a simple set of tools. He reveals that everyone is born with a talent for visual thinking, even those who swear they can't draw. And he shows how thinking with pictures can help you discover and develop new ideas, solve problems in unexpected ways, and dramatically improve your ability to share your insights. Take Herb Kelleher and Rollin King, who figured out how to beat the traditional hub-and-spoke airlines with a bar napkin and a pen. Three dots to represent Dallas, Houston, and San Antonio. Three arrows to show direct flights. Problem solved, and the picture made it easy to sell Southwest Airlines to investors and customers. Now with more color, bigger pictures, and additional content, this new edition does an even better job of helping you literally see the world in a new way. Join the teachers, project managers, doctors, engineers, assembly-line workers, pilots, football coaches, marine drill instructors, financial analysts, students, parents, and lawyers who have discovered the power of solving problems with pictures.

Book Information

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Customer Reviews

If money or portability are your primary considerations, then get a used copy of the first edition, as it communicates the central ideas in an almost identical fashion and is easier to carry around. However, if a few more dollars and a slightly-bigger book don't bother you, consider buying this new edition, as it's subtly-revised diagrams and improved explanation of key brain science concepts make it easier to understand on the first read. For more detail on the differences between this and the previous edition, read on...Both books are hardcovers and much of the content (including, sadly, the Resources listed in the Appendix) is the same. However, there are a number of important differences between these editions:

SIZE At 8.2 x 8 x 1.3 inches, it is bigger than the first edition, which clocked in at 7.1 x 7.1 x 1 inches. While this does allow for the pictures to be bigger and slightly easier to see, it also means a larger, oddly-shaped book to carry around. This only matters if, like me, you like to schlepp your favorite books around and carry them on the bus.

PAGES & TEXT Includes more pages at 304 pages, rather than the previous edition's 278, making it a mere 0.2 pounds heavier. 10 of those additional 26 pages are the new "Appendix A: The Ten (and a Half) Commandments of Visual Thinking." This is a very useful set of 11 rules of thumb to keep in mind when applying Roam's visual thinking technique. Most, if not all, of these rules are mentioned elsewhere in the book, so don't let this appendix be your only reason for purchasing the newest edition.

It must be great to be in the audience when Dan Roam gives a presentation and when you in the audience share the same kind of visual sense. On the other hand, if you do not share that sense, that way of structuring the topic under consideration, then you might well want to be beamed somewhere else. This is a great book, extremely useful and thought provoking. The structuring of problem-solving into a six by five visual codex makes enormous sense; you can literally see the evolution of the thought processes and the development of the insights take shape through the pages. It is not the kind of book that you can dip into. There is a structure and that structure has to unfold and be assimilated by the reader before there can be any translation into action and effect. I think that there is no "quick fix" for someone who wants to animate or rejuvenate their presentations with a rapid read. The art of solving problems has to be developed through the acquisition of the skills portrayed in these pages. And that takes time and effort. And it also needs a sense of congruity between the visual sense of the author and that of the reader. Pictures can convey so much that words cannot evoke. But some pictures and representations succeed and others fail, otherwise there would be no evolution of art and expression. Be wary of this book on face value. The editorial recommendations of the book do not necessarily reflect the content. Simply to say, as does

one commentator, "So if you want to make a point, do it with images, pictures or graphics.", is true only to a point. It is not necessarily the case for all readers, all viewers and certainly not for all people who need to make a presentation.

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