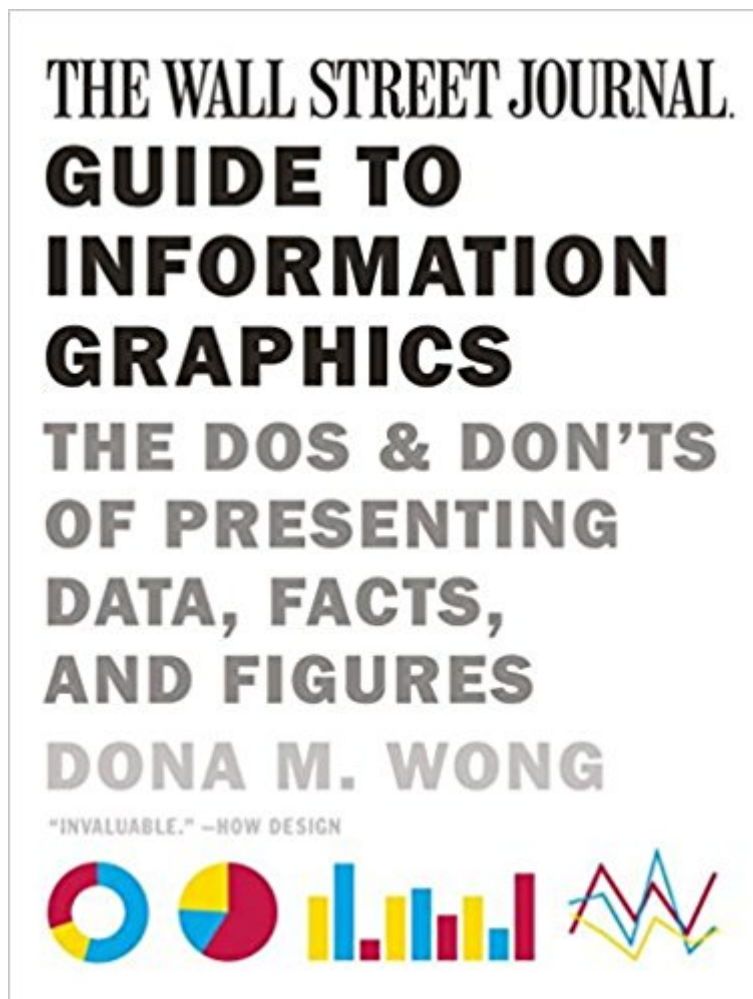


The book was found

The Wall Street Journal Guide To Information Graphics: The Dos And Don'ts Of Presenting Data, Facts, And Figures



Synopsis

The definitive guide to the graphic presentation of information. In today's 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 as colorful as 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 doesn't but also you can see the dos and don'ts for yourself. This is an invaluable reference work for students and professional in all fields. 2-color; 500+ illustrations, 16 pages of color

Book Information

Paperback: 160 pages

Publisher: W. W. Norton & Company; 1 edition (December 16, 2013)

Language: English

ISBN-10: 0393347281

ISBN-13: 978-0393347289

Product Dimensions: 7.1 x 0.4 x 9.3 inches

Shipping Weight: 15.2 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars See all reviews (82 customer reviews)

Best Sellers Rank: #18,556 in Books (See Top 100 in Books) #46 in Books > Business & Money > Skills > Running Meetings & Presentations #135 in Books > Business & Money > Skills > Communications #290 in Books > Business & Money > Economics

Customer Reviews

This short easy read is a beautiful introduction to how to make professional graphics. Because the WSJ is featured in the title, I was a bit nervous that the entire book would be focused on visualizing financial data but it has great advice for anyone who needs to visualize numeric data. I really enjoyed it because there is unique advice that adds to other practical books on visualization like Creating More Effective Graphs, and it nicely complements or leads into classics like The Visual Display of Quantitative Information, 2nd edition or Visualizing Data. The first chapter covers basic

issues like how many colors, what colors, how many lines, etc.. The second, which is the bulk of the book, contrasts effective and poor graphics on side by side pages. There is concise useful advice on truncating ranges, breaking axes, using broken bar graphs, how many pie pieces, etc. The advice is beyond simple do or do not break a bar, it discusses how much of a discrepancy in the height of a bar chart merits a break.

As a marketing analyst my job involves a great deal of analyzing data and turning that data into meaningful information for directors, vp's, etc. I've read just about every book out there on this subject at some point or another. This one is a definite keeper. The kind of book that you'd want to keep on your desk if creating charts and graphs is something you do regularly. If you follow these principles your presentations will stand out from the crowd. I am always shocked by the rarity, within corporate America, of the ability to do this well. The fact is that most top tier MBA's that I've worked with still can't get past the default settings in Excel to even figure out how to get rid of the gray background on their charts--let alone follow best practices such as those espoused by this book and the work of Edward Tufte and Stephen Few. Having mentioned Tufte and Few, let me digress for a moment and discuss them. Edward Tufte is the guru of data visualization and it's important to point out that this book's author, Donna Wong, studied under the master himself, so you know her credentials are top notch. It's like learning kung fu from the guy that was trained by Bruce Lee. Except he skips all the BS and just shows you how to kick ass. Of course, unlike Bruce Lee, Edward Tufte is not dead and as far as I know has never taken on Kareem Abdul-Jabar in a yellow track suit. He still writes and publishes his own work, but it's far more theoretical, and not as user friendly as, this book is. As for Stephen Few, he is the second biggest name out there when it comes to data visualization best practices.

[Download to continue reading...](#)

The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts, and Figures
How to Draw Action Figures: Book 2: More than 70 Sketches of Action Figures and Action Poses (Drawing Action Figures, Draw Action Figures Book, How Draw Action Poses, Draw Comic Figures)
The Wall Street Journal Guide to Understanding Money and Investing, Third Edition (Wall Street Journal Guide to Understanding Money & Investing)
Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data
The Wall Street Journal Complete Money and Investing Guidebook (The Wall Street Journal Guidebooks)
The Microsoft Guide to Managing Memory With MS-DOS 6: Installing, Configuring, and Optimizing Memory for MS-DOS and Windows Operating Systems
Data Analytics: Practical Data Analysis and Statistical

Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ...
(Hacking Freedom and Data Driven) (Volume 2) Data Analytics: What Every Business Must Know
About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Bull
by the Horns: Fighting to Save Main Street from Wall Street and Wall Street from Itself Data
Information Literacy: Librarians, Data, and the Education of a New Generation of Researchers
(Purdue information literacy handbooks) Analytics: Data Science, Data Analysis and Predictive
Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis,
Business Analytics, Data Mining, Big Data) Conoce a Pablo Neruda / Get to Know Pablo Neruda
(Personajes Del Mundo Hispanico / Important Figures of the Hispanic World) (Spanish Edition) ... /
Important Figures of the Hispanic World) Conoce a Gabriela Mistral / Get to know Gabriela Mistral
(Personajes Del Mundo Hispanico / Important Figures of the Hispanic World) (Spanish Edition) ...
Figures of the Hispanic World (Spanish)) Graffiti Brasil (Street Graphics / Street Art) Blek le Rat
(Street Graphics / Street Art) Textura Dos: Buenos Aires Street Art The Complete Guide to
Business School Presenting: What your professors don't tell you... What you absolutely must know
Terror on Wall Street, a Financial Metafiction Novel (Wall Street Series Book 1) 101 Facts...
Dinosaurs. Dinosaur books for kids with awesome facts and images. (101 Animal Facts Book 19)
101 Facts... Stan Lee: 101 Facts About Stan Lee You Probably Never Knew (facts 101 Book 7)

[Dmca](#)