



# Say It With Charts: The Executive's Guide to Visual Communication

*Gene Zelazny*

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Step-by-step guide to creating compelling, memorable presentations

A chart that once took ten hours to prepare can now be produced by anyone with ten minutes and a computer keyboard. What hasn't changed, however, are the basics behind creating a powerful visual - what to say, why to say it, and how to say it for the most impact. In *Say It With Charts*, Fourth Edition --the latest, cutting-edge edition of his best-selling presentation guide -- Gene Zelazny reveals time-tested tips for preparing effective presentations. Then, this presentation guru shows you how to combine those tips with today's hottest technologies for sharper, stronger visuals. Look to this comprehensive presentation encyclopedia for information on:

- \* How to prepare different types of charts -- pie, bar, column, line, or dot -- and when to use each
- \* Lettering size, color choice, appropriate chart types, and more
- \* Techniques for producing dramatic eVisuals using animation, scanned images, sound, video, and links to pertinent websites

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