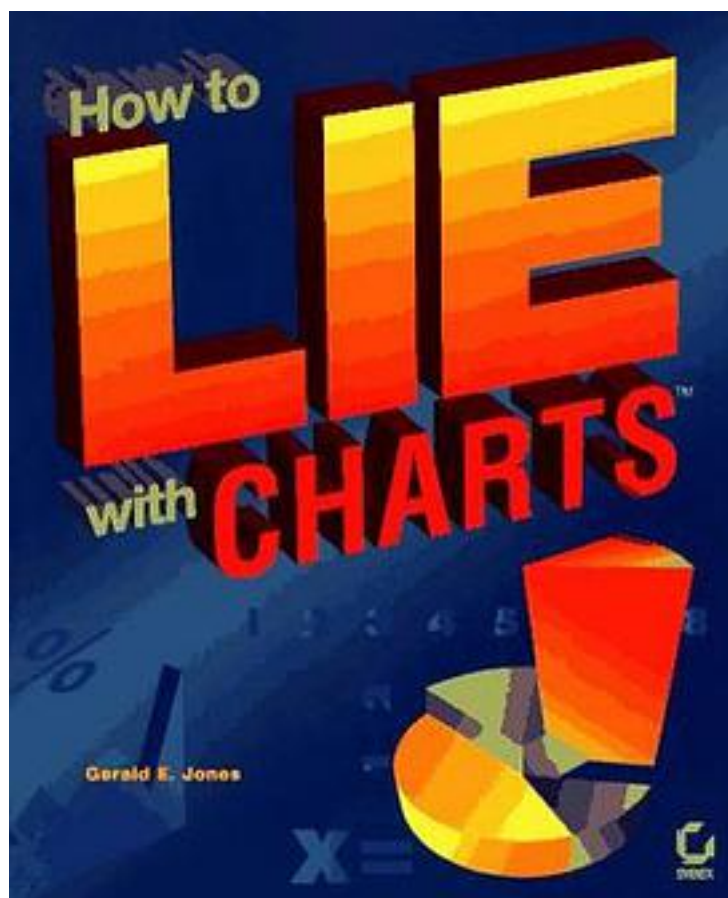


How to Lie With Charts



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The numbers don't lie...or do they? Our society relies more on visual presentation of information than ever before. By exposing the tricks of the trade, How to Lie with Charts shows you how to create effective, truthful presentations and how to spot deceptive ones.

With easy-to-understand lessons and case studies that use popular software like Microsoft PowerPoint, you'll learn to present information more clearly and how to avoid the pitfalls associated with automatic chart-generation tools. Discover how chart format, data placement, and even your label and color choices can influence your audience. Throughout the book, special icons point out helpful hints as well as time-consuming liars' tricks.

An engaging book, full of real-world examples, *How to Lie with Charts* shows you:

When to use pie charts and which slice of the pie is most important

How to lay out a chart that satisfies those starving number-crunchers

Why liars prefer tables to charts and some other common liars' tips;

The psychology of color and why blue means reliable to some people, but cold to others

Why and where liars use the prettiest pictures

It's not necessarily about lying; it's about clear, persuasive communication. *How to Lie with Charts* teaches you to create a slide show worth watching and how to spot one worth watching out for.

作者介绍:

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标签

评论

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书评

书中虽然好明显表明“骗子的鬼把戏”，但只是文字性描述，缺少例子，又或者例子就在下面，但编排唔够紧密统一，变得松散，最终导致读者对骗子的伎俩唔够深刻。最后一章是全书要点重现，但写得混乱，起不到总结索引作用。虽然表面外表上充满一贯的宣传夸大设计，但本书写得并...

书的最后一章是内容总结，概括如下： 1. 数据简化：如平均值的选取方法不同，数值也不同。而扩充数据也一样存在风险，用插值和外推方法预测的数据不一定正确。 2. 饼状图的陷阱：
(1) 饼状图适合描述比例关系，而不是数值。
(2) 3D饼状图中，底部的分块视觉上会变大， ...

西方哲学诸先贤有一位叫做康德，他有一个很高大上的道德观点——绝对不说谎，即便是有个杀人魔王要到杀死正躲在你家里的朋友，问你见过他没有的时候，你也不应该说谎告诉他你没见过这个人。但是这并不意味着康德主张坦率的送自己的朋友去死，他提议可以提供真实的，然而具...

这本书的名字应该是“如何正确做图表”。却借用这么一个名字。很多图表不是因为要骗人，而是做法不正当，或者说违反了做图表的基本原则。为了获取图书销售量，起了这么一个想吸引眼球的书名。然后把中间的所谓错误改成骗人的把戏。可以借鉴的是每一个做图表的人都应尽可能不去...

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