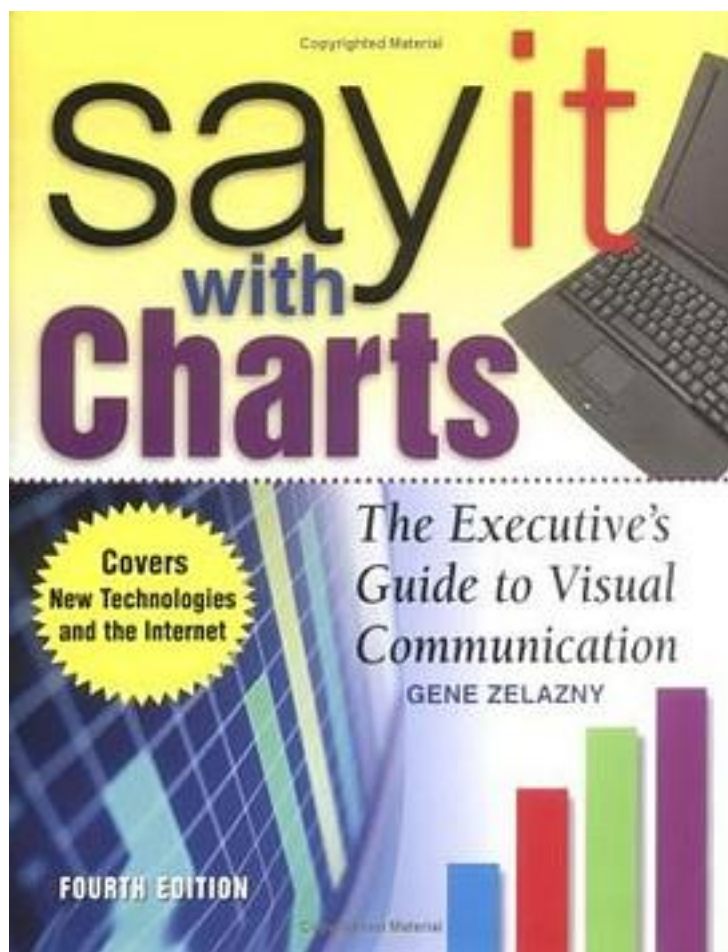


Say It With Charts



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著者:Gene Zelazny

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Book Description

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

From the Back Cover

Today's most comprehensive, up-to-date business presentation guidebook

Easy-to-Follow Tools and Strategies for Creating Powerful, Interactive Business Presentations

As a professional, your career relies on reaching audiences, convincing them that your message is valuable, then making them remember that message. *Say It With Charts, 4th Edition*, walks you through the entire visual presentation process and shows you step-by-step how to create compelling, memorable presentations.

Business presentation tools have changed tremendously. A chart that once took ten hours and ten co-workers 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.

Say It With Charts, 4th Edition, reveals time-tested tips for preparing effective presentations, then shows you how to combine those tips with today's 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

Hands-on recommendations on 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

"When well-conceived and designed, charts help us communicate more quickly and more clearly than we would if we left the data in tabular form."

From Chapter 1

Business is about communication. Every day, scores of questions must be answered, and each answer must be communicated quickly, completely, and with a minimum of confusion. Time has become our most valuable, irreplaceable commodity, and in today's rapid fire, ultra-competitive business environment delays or errors in

communicating information are uncalled for, unaffordable...and unacceptable.

Say It With Charts, 4th Edition, shows you how to put your message in visual form and translate information and ideas into persuasive, powerful charts, visuals, and multimedia presentations holding your audience's attention as you communicate exactly what you want, with no confusion. The newest edition of this bestselling classic covers every important point from previous editions and, in addition, shows you how to use today's digital technologies to create professional-quality, attention-grabbing visuals on your computer screen.

Everything you need to know to make your charts and visuals eye-catching and memorable is in these pages, including:

Commandments for designing successful onscreen visuals

Techniques for conveying your messages using visuals and visual metaphors

How to decide when to use a chart and know when a chart could work against you

Graphic representations of ineffective, counter-productive charts with examples of how they could be improved

Time- and money-saving methods to make one presentation template serve multiple audiences

Hands-on practice projects and exercises to help you grasp each important concept

Over the years, Say It With Charts has become the standard guidebook for executives, sales managers, management consultants all those who want to make their points clearly and concisely, whether speaking directly to a packed conference room or communicating on computer screens across the globe. Now updated for today's technological communications revolution, it will show you how to translate your most compelling data and messages into even more compelling visuals, and hammer home your message every time.

作者介绍:

基恩·泽拉兹尼，世界著名管理咨询公司——麦肯锡公司负责形象化沟通的主管。主要负责提供有创造性的建议，并协助专业人员筹划形象化演示和书面报告，包括设计沟通策略、组织演示梗概、解释数据或概念、推荐图表图片等最佳形象化模式，设计情节串联图板，训练演示者。同时他还设计并领导了全公司的交流训练项目，他代表公司定期在芝加哥、哥伦比亚、哈佛等商学院就如何做好商业演示作讲座。他的著作畅销全球，已被译成法语、德语、意大利语、西班牙语和葡萄牙语。本书正是作者多年从事商业演示的经验总结。

目录:

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标签

consulting

PowerPoint

图表

presentation

chart

沟通

商业

PPT

评论

再次重读

太简单了。。

非常有意思的书!自认为PPT以前做了不少了，但是这本书纠正了很多我以前的误区，比如色彩的运用是为了serve the purpose, not for decoration，还比如动画的使用也是如此，还有就是数据要清晰不要冗余，一切都是为了把message传达出去，而且传达清楚。

很可爱的小书

基础就是过多久都无法被反驳的

实用的consulting用书，还有一本练习书

挺好玩

Useful for these debutants

Easy to understand and practical

handbook, nothing more.

非常实用的PPT制作帮手

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书评

此书得来颇费周折。

从豆瓣上得知世界上居然还有这么贴近我工作需求的资源，在所有B2C的网站搜遍均为“缺货”，无奈来到淘宝，从一个好性子的MM手中低价磨得——人家说《用演示说话》还有很多货，《用图表说话》就仅剩一本了，本想自己留着收藏来着。关于报表的制作，演示的方...

本书的核心就是5种关系和5种基本图表构成的矩阵。成分：饼图 项目：条形图
时间序列：柱形图、折线图 频率分布：柱形图、折线图 相关性：条形图、散点图
(散点图以前用的少，最近发现投行的报告喜欢用散点图加上条回归曲线构成所谓的定
量分析忽悠人) 书中传达了基本的图表...

1
图表的目的是为了说明一个观点，而不是仅仅罗列数据。数据的表现形式应该为你的观
点服务。一个观点是一个主谓结构。 2
要清晰再清晰。一定要选择最能表现你的观点的图表形式。 3
要简单再简单。不要在图表上放上和你要表达观点无关的数据，哪怕再难得。要做到一
目了然，复...

这本书,不是什么影评,不是YY之作,而是一本工具书.
它们是我们可以用来提升我们的沟通效率与个人能力的一个工具.
它就像是一盒白兰氏鸡精,需要每天定量饮用,不宜过多.让它的养份能让我充分地吸收.
书中的例子能让我豁然开朗,有些情况可以这样来表达,有些问题可以通过这...

早些时候和数据分析 X 同事聊到「Excel
函数是先学再用还是用到了再查资料哪一个更好」的问题。
学了不用是很容易忘记的，需要时还需要花时间回顾，整个时间成本有点高。 X
同事如是说。 我的观点却相反，正因为早些年看了两本关于 Excel
的书注1，所以碰到数据问题时知道可以...

任何图表的基本作用是比较表格形式更为快速清楚的反映你所要表达的内容。当图表的形
式大于内容时，就会影响作出正确的判断。 绘制图表步骤： 1.
确定表达主题：把要点放在标题 2. 确定对比关系 3. 选择图表形式 1.
确定表达主题：把要点放在标题 a) 同样的图表可以表达不同的信...

好的PPT，应该是直观的，文字不需要很多。因为一张图胜过一千个文字，现在做PPT，我喜欢用图表，很漂亮，看起来很舒服。
可惜很多人做PPT还是大段大段文字，用很花但没有意义的图片作背景。悲哉！
9.5.15中写于402

这本书建议大家看前面70页就可以了，整本书的精华也就在前面的70页，五种框架非常标准，对于上班族的图表使用者来说，学会了会更加的专业，后面的内容是点评和鉴赏（个人认知），翻翻就可以了，重点在前面。

因为是半专业的书籍，所以肯定受欢迎程度不会很高
不过，作为那些制作各种报表的人来说，特别是想让自己的报表“会说话”的人来说，还是挺值得一看的
但是，因为这本书太过专注细节了，所以，茱茱提示：PPT这种工具，一定要掌握尽量少用文字这一大原则，才能够不舍本逐末

这本书就在我的办公桌上。
老板送的，说，内容不错，但是素材很一般，你学学里面的一些原则和方法就好了。
在有标准VI的公司，有些东西很难用到。不过意识是通的。

非常经典的一本书 我是最近研究信息系统“
图文报表设计”的时候，找来这本书来看的 本书
简洁、清晰、有条不紊的说明了如何用图表来表达 演示人的观点

很多公众号介绍过很多Excel的小技巧，很多书也介绍了漂亮的图表制作方法，不少公司还开启了Excel培训班，然而很多人可能跟我一样听过很多道理还是无从下手，直到翻开这本书才猛然醒悟到原来图表是用来说话的，用什么样的图表完全取决于我们想要表达什么样的目的，图表并不是为...

我是抱着向麦肯锡的精英们学习的态度来拜读这本书的，结果跟预期有些差距。这本书

对于刚进职场的小白帮助会更大些。

欧美人的思路跟我们真的很不一样。第一，无论多小的事都能写本书；第二，无论多小的事，都要分类，找规律，得出forumula。以后，万事万物皆可套用。哪里像我们...

我觉得这本书最精华的部分就是第一章。

第一章告诉我们图表的5种最基础的表现形式，告诉我们什么时候应当选择怎样的图表来表达想要呈现的信息。非常惊喜。

我是一个很爱通过数据分析去寻找问题答案的人，所以常常会用到excel里关于图表的一些功能键。以前会困惑为什么会有这...

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