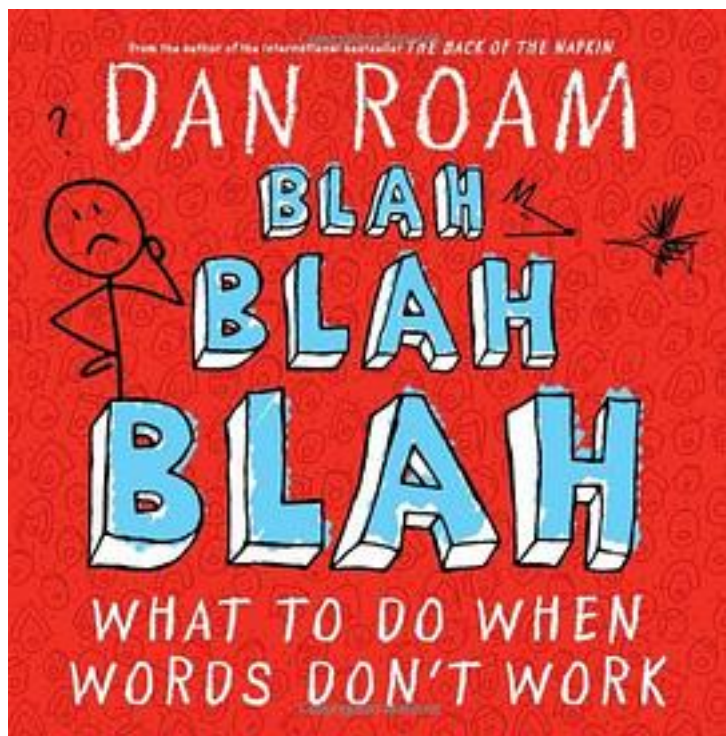


Blah Blah Blah



[Blah Blah Blah 下载链接1](#)

著者:Dan Roam

出版者:Portfolio Hardcover

出版时间:2011-11-1

装帧:Hardcover

isbn:9781591844594

Ever been to so many meetings that you couldn't get your work done? Ever fallen asleep during a bulletpoint presentation? Ever watched the news and ended up knowing less? Welcome to the land of Blah Blah Blah. The Problem: We talk so much that we don't think very well. Powerful as words are, we fool ourselves when we think our words alone can detect, describe, and defuse the multifaceted problems of today. They can't-and that's bad, because words have become our default thinking tool. The Solution: This book offers a way out of blah-blah-blah. It's called "Vivid Thinking." In Dan Roam's first acclaimed book, "The Back of the Napkin," he taught readers how to solve problems and sell ideas by drawing simple pictures. Now he proves that Vivid

Thinking is even more powerful. This technique combines our verbal and visual minds so that we can think and learn more quickly, teach and inspire our colleagues, and enjoy and share ideas in a whole new way. The Destination: No more blah-blah-blah. Through Vivid Thinking, we can make the most complicated subjects suddenly crystal clear. Whether trying to understand a Harvard Business School class, or what went down in the Conan versus Leno battle for late-night TV, or what Einstein thought about relativity, Vivid Thinking provides a way to clarify anything. Through dozens of guided examples, Roam proves that anyone can apply this systematic approach, from leftbrain types who hate to draw to right-brainers who hate to write. This isn't just a book about improving communications, presentations, and ideation; it's about removing the blah-blah- blah from your life for good.

作者介绍:

丹·罗姆 (Dan Roam)

Digital

Roam公司创办者，靠着一支笔、一张餐巾纸、一块白板之类低科技含量的设备，培训包括高科技行业、政府机构、金融行业、娱乐业等行业运用视觉化思考的工具，解决各种商务问题。他的客户包括谷歌、eBay、IBM、通用电气、沃尔玛、微软、时代华纳、纽约联邦储备银行、辉瑞制药等全球500强企业，还包括美国海军以及白宫通信办公室。丹·罗姆的首本畅销书《餐巾纸的背面》被美国《高成长公司》杂志评为“年度最佳商业图书”，被《商业周刊》评为“年度创新设计图书”。

丹·罗姆代表作品“餐巾纸系列”：《餐巾纸的背面》、《打开餐巾纸》、《BLAH BLAH BLAH：不讲废话，画图解决》

目录:

[Blah Blah Blah_下载链接1](#)

标签

沟通

简笔画

视觉思维

效率

visualization

视觉设计

绘本

Sketching

评论

The power of visual thinking. The power of small pictures. Vivid=visual+verbal interdependable. Can be a plus for mind mapping.

谢谢送书！

It's super useful in thinking, if not drawing :-)

BlaBla meter/ FOREST

说不出来，画出来

Balance your hummingbird brain and your fox brain and how.

[Blah Blah Blah_下载链接1](#)

书评

匆匆翻了这本书，还是图形化思维的内容，但强调了图文的结合。
书中用狐狸比喻文字思维，单一、线性、追求细节，狐狸会沿着既定路线前进，努力寻找目标，狐狸只能看到路边的情况，对于森林的全貌，狐狸难以一下子掌握。
蜂鸟呢？蜂鸟是跳跃型思维、发散性思维、图形化思维的...

[Blah Blah Blah_下载链接1](#)