

Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations

Scott Berinato

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations:

5 of 5 people found the following review helpful. Fantastic!By CustomerThis was our Analyst Community's Q3 Book Club selection, and it was a huge hit! We're even carrying the conversation into Q4 to focus on a few more of the chapters, and developing monthly 1-hour workshops so folks can practice the techniques. It's well written and contains excellent suggestions on how to effectively visualize data.3 of 3 people found the following review helpful. good charts ndash; good book too...By bwellseaHighly recommended. It's an easy read. Got through it in 3-4 sittings. I have quite a few data charting / visualization books (most of the standard ones making the rounds these days). This is one of the best. Berinato adds a good perspective from a business sense as well. Not bad skills to have in today's information overloaded workplace.2 of 2 people found the following review helpful. Fantastic must read for marketers, designers and MBA studentsBy Blake MenezesI really enjoyed reading Good Charts. Although the book covers a lot more, I really enjoyed how it included examples of how to use data visualization to tell a persuasive story, examples of how companies are using it in an impactful way and what makes a "good" data visualization.I would highly recommend this book for designers, marketers and MBA students who are hoping to learn how to better incorporate data visualization into their everyday lives in a meaningful way.

Datavizthe new language of businessA good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication.For a long time datavizrquo; was left to specialistsdata scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than

generic spreadsheet charts ever could. What's more, building good charts is quickly becoming a need-to-have skill for managers. If you're not doing it, other managers are, and they're getting noticed for it and getting credit for contributing to your company's success. In *Good Charts*, data viz maven Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade. Data viz today is where spreadsheets and word processors were in the early 1980s on the cusp of changing how we work. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. This book is much more than a set of static rules for making visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create feelings behind our eyes. Along the way, Berinato also includes many engaging vignettes of data viz pros, illustrating the ideas in practice. *Good Charts* will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas.

This is an elegant volume illustrated with appealing graphic images that, taken together with the text, provide a user's manual to data viz. *Good Charts* provides an antidote for death by PowerPoint, but it also makes a powerful argument for the systematic use, study, and application of these new, technology-driven, visual forms of communication. Comprehensive and attractive introduction to the subject. Berinato perhaps understates this accomplishment with the rather quaint title of the text. He's accomplished much more than that! CHOICE, the publication of the American Library Association it may just be the design book of the year. CO.DESIGN (Fast Company) It isn't often that a book comes out and I say I wish I'd written that book. But if I could have double-clicked on the data section of slideology and had a book pop out, *Good Charts* would be the book! Nancy Duarte, LinkedIn Pulse Berinato takes data viz back to the basics by providing information about how we see... Berinato shows hundreds of visual examples that help chart creators focus on the information they need to include and how to effectively present it. Hartford Business Journal ADVANCE PRAISE for *Good Charts*: Tim Brown, President and CEO, IDEO; author, *Change by Design* If you wish to be fluent in the modern world of data, then visualization is an essential language to be learned. *Good Charts* offers an in-depth approach to using that language to communicate clearly and effectively. Alex Sandy Pentland, cocreator, MIT Media Lab; author, *Social Physics* Data visualization isn't a secret art, but a skill you can learn. In *Good Charts*, Scott Berinato demonstrates this, impressively distilling the history and mechanics of data viz into a clear and powerful argument about the importance of understanding and making good charts in your own work. A must-have manual in today's workplace. Jack Parmer, CEO, Plotly Static and busy Excel charts are a nonstarter in today's workforce. In this enlightening yet deeply practical book, Scott Berinato highlights the growing importance of data visualization literacy for a new generation of business intelligence. Written in an accessible style, *Good Charts* reveals new insights and best practices that will improve your understanding of visual data and help you create better charts yourself. Leland Wilkinson, Vice President, Statistics, Tableau Software Berinato is not afraid to confront myths and conventional wisdom peddled by some popular visualization gurus. At the same time, he provides needed history and introduces us to some of the best thinkers in the field. Most important, he gives us clear guidelines for producing effective displays. This eloquent book should be the entry point for anyone wanting to learn about data visualization. Steve J. Martin, coauthor, *Yes! 50 Scientifically Proven Ways to Be Persuasive* In today's information-overloaded, disruptive, and culturally diverse world, the new language of business and commerce is visual. In this smart, timely, and exceptionally lucid book, Scott Berinato shows how to create meaningful and persuasive visuals that cut through the noise and connect with your target audience. An essential guide no matter what business you're in.