Storytelling with Data. A Data Visualization Guide for Business Professionals

Description:

"Storytelling with Data is a superbly written, masterful display of rare art in the business world. Cole Nussbaumer Knaflic possesses a unique ability to tell a story through data. At JPMorgan Chase, she has helped improve our capabilities to explain complicated analysis to executive management and the regulators with whom we work. Cole's book brings her talents together in an easy-to-read guide with excellent examples that anyone can learn from to encourage smarter decision-making."

Mark R. Hillis, Chief Risk Officer of Mortgage Banking at JPM Chase

"We have so much data that it can be hard to get people to pay attention to our critical findings. Cole Nussbaumer Knaflic taught us valuable lessons in her workshop and it is fantastic to see these expanded upon in Storytelling with Data. My team is already using the lessons Cole teaches to move people to action as they see new pearls of understanding and make a difference in the lives of others. Now others can, too!"

Eleanor Bell, Director of Business Analytics at Bill & Melinda Gates Foundation

"There is something lovely about being consistent with your own teachings. Cole Nussbaumer Knaflic accomplishes that with her first book. She is an advocate for clarity and concision in visualization, and her book is as clear, concise, and practical as it gets. If you are a beginner in visualization, or if you struggle to produce good charts in your everyday job with tools like Excel, Tableau, Qlik, and the like, this is a great place to start learning the core principles."

Alberto Cairo, Knight Chair in Visual Journalism and Professor of Visualization at the University of Miami, and author of The Functional Art

"Data slides are not really about the data, they are about the meaning of the data. Cole Nussbaumer Knaflic understands this and has written a straightforward, accessible guide that will help anyone who communicates with data connect more effectively with their audience."

Nancy Duarte, CEO at Duarte, Inc. and bestselling author

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