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Picture Your Business Strategy: Transform Decisions with the Power of Visuals (Hardback)

By Christine Chopyak

McGraw-Hill Education - Europe, United States, 2013.

Hardback. Book Condition: New. New.. 206 x 188 mm.

Language: English . Brand New Book. Picture this: a bold new business strategy drawn from today's hottest visual trends. Scientific studies have shown that looking at pictures, drawings, and other graphics engage both sides of the brain - opening the mind's eye and business systems to new possibilities we might not otherwise see. Frustrated by lackluster approaches to strategy, companies are combining illustrations and color with business strategy with phenomenal success. If you want to go beyond drawing on the back of a napkin, this book shows you how. Picture Your Business Strategy will help you master the principles of strategic illustration, a proven system for visualizing ideas. Pictures and strategy come to life in the board, conference, or meeting room quickly, easily, and brilliantly. With just a few markers and paper, you can: use pictures to restructure, reorganize, and rethink your business plan; draw lines between people, processes, and productivity; create new business possibilities through pictures and idea sharing; chart your progress with benchmarks and goal lines; and create a project activity map that allows you and your team to see...



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