

GOOD CHARTS SMARTER PERSUASIVE VISUALIZATIONS

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Along the way, Berinato also includes many engaging vignettes of dataviz 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.

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This article is adapted from the author's just-published book, Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations. Idea in Brief Context

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A good first step is to create a visualization or a chart. To do that well, however, you need to understand the nature of your data and keep your purpose in mind, according to Scott Berinato, an HBR senior editor and the author of Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations. That strategic attitude will make your charts and presentations much clearer and ...

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