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Mit dem Buch „Good Charts – The HBR Guide to Making Smarter, More Persuasive Data Visualizations“ richtet sich Scott Berinato, ein Redakteur bei Harvard Business Review, an jeden, der Ideen visuell kommunizieren möchte. Der Autor sieht im Entwickeln von guten Charts eine Basiskompetenz von Managern. Gut bedeutet für Berinato, dass ein ...

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Scott Berinato is a senior editor at Harvard Business Review and the author of Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations.

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Before joining HBR, Scott was an executive editor at CXO Media, where he pioneered the use of visual features in several of the company's publications. In addition to his work on visualization ...

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