

# Good Charts The Hbr Guide To Making Smarter More Persuasive Data Visualizations

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and data visualization at HBR He is the author of Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations angelia herrin (Moderator) Editor, Special Projects and Research, harvard Business review Angelia Herrin is the editor for special projects and research at HBR Her jour-nalism experience spans 25 years, primar-

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- Create charts spatially, from the visual outward 2 We see first what stands out - Whatever stands out should support idea 3 We see only a few visuals at once Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations - Scott Berinato, 2016

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5 The Competitive Imperative for Good Charts Speaker: Scott Berinato, Senior Editor, Harvard Business Review; Author of Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations Overview Data visualization is no longer a nice-to-have skill for a few

## Dr. Genie Stowers DTC 679 415-817-4457

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## Creating a Culture of Data Visualization

Senior Editor, Harvard Business review Scott Berinato is a self-described “data-viz geek” and a senior editor at Harvard Business Review In addition to edit-ing features for the magazine, he has championed the use of visual storytelling and data visualization at HBR He is the author of Good Charts: The HBR Guide to

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