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The Back of the Napkin: Solving Problems and Selling Ideas with Pictures by Roam, Dan at AbeBooks.co.uk - ISBN 10: 1591842697 - ISBN 13: 9781591842699 - Portfolio - 2013 - Softcover

9781591842699: The Back of the Napkin: Solving Problems ...

A refreshing change from traditional proposals and bullet points, Back of the Napkin (BOTN [™]) is a powerful new method to communicate ideas through visual thinking. This bold methodology teaches delegates to crystallize ideas by sketching diagrams.

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"The Back of the Napkin: Solving Problems and Selling Ideas with Pictures" explores the power an image can yield as a conveyor of ideas or concepts. Although it was recommended to me as a friendly way to learn about modeling languages (a rather work related topic), its not at all a technical book.

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The Back Of The Napkin by Dan Roam |Book Brief - YouTube

Back of the Napkin is the "how" and "why" of communicating with your customer, team or prospect. As the title suggests it is a very visual book with many images, acronyms and approaches on how to draw and have a conversation versus death by powerpoint. By traversing through the 6 "W" questions (i.e.

The Back of the Napkin (Expanded Edition): Solving ...

I was recently quite pleased to discover Dan Roam's book, The Back of the Napkin. The premise of the book, which I agree with, is a pen and paper are enormously powerful tools for exploring ideas....

Idea Magic With the Back of a Napkin

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And there is no more powerful way to see hidden solutions than to pick up a pen and draw out the pieces of our problem." So writes Dan Roam in The Back of the Napkin, the international bestseller that proves that a simple drawing on a humble napkin can be more powerful than the slickest PowerPoint presentation.

The Back of the Napkin : Solving Problems and Selling ...

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