Summary : The Back of the Napkin - Dan Roam: Solving Problems and Selling Ideas With Pictures

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Complete summary of Dan Roam's book: "The Back of the Napkin: Solving Problems and Selling Ideas with Pictures".

This summary of the ideas from Dan Roam's book "The Back of the Napkin" shows that visual thinking is a whole new way of looking at and discussing business. It is harnessing and applying our innate ability to use our eyes and our imagination to discover, develop and share ideas with others. In his book, the author explains how a simple drawing on the back of a napkin can be more effective in visualizing the solution to some business problem than any Excel spreadsheet or PowerPoint presentation could ever be. This summary demonstrates that visual thinking is a better way of looking at problems and will teach you to find interesting or innovative solutions.

Added-value of this summary:
• Save time
• Understand key concepts
• Expand your knowledge

To learn more, read "The Back of the Napkin" and find out how you can change your way of thinking and find real solutions to business problems.

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