



Unfolding the Napkin: The Hands-On Method for Solving Complex Problems with Simple Pictures

Dan Roam

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An original workbook companion to the acclaimed business bestseller *The Back of the Napkin*

Dan Roam's *The Back of the Napkin*, a *BusinessWeek* bestseller, taught readers the power of brainstorming and communicating with pictures. It presented a new and exciting way to solve all kinds of problems-from the boardroom to the sales floor to the cubicle jungle.

The companion workbook, *Unfolding the Napkin*, helps readers put Roam's principles into practice with step-by-step guidelines. It's filled with detailed case studies, guided do-it-yourself exercises, and plenty of blank space for drawing. Roam structured the book as a complete four-day visual-thinking seminar, taking readers step-by-step from "I can't draw" to "Here is the picture I drew that I think will save the world."

The workbook teaches readers how to:

- Improve their three "built-in" visual problem solving tools.
- Apply the four-step visual thinking process (look-see-imagine-show) in any business situation.
- Instantly improve their visual imaginations.
- Learn how to recognize the type of problem to choose the best visual solution.

If *The Back of the Napkin* was a guide to fine dining, *Unfolding the Napkin* is the cookbook that will soon be heavily marked up and dogeared.

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A lot of people always spent their free time to vacation or perhaps go to the outside with them household or their friend. Do you realize? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you would like try to find a new activity that's look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you just read you can spent the whole day to reading a reserve. The book Unfolding the Napkin: The Hands-On Method for Solving Complex Problems with Simple Pictures it is very good to read. There are a lot of people who recommended this book. These were enjoying reading this book. When you did not have enough space to create this book you can buy the particular e-book. You can m0ore very easily to read this book from your smart phone. The price is not too expensive but this book has high quality.

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