



# 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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As people who live in often the modest era should be change about what going on or data even knowledge to make these individuals keep up with the era which is always change and move forward. Some of you maybe will certainly update themselves by studying books. It is a good choice in your case but the problems coming to anyone is you don't know what kind you should start with. This Unfolding the Napkin: The Hands-On Method for Solving Complex Problems with Simple Pictures is our recommendation to cause you to keep up with the world. Why, as this book serves what you want and wish in this era.

#### **James Brady:**

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 more very easily to read this book from your smart phone. The price is not too expensive but this book has high quality.

#### **James Melendez:**

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