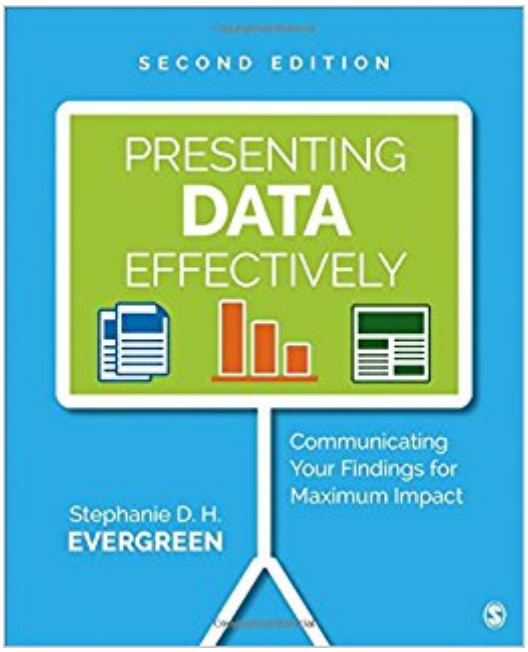
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Presenting Data Effectively: Communicating Your Findings For Maximum Impact



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Synopsis

Now in striking full color, Presenting Data Effectively, Second Edition by Stephanie D. H. Evergreen shows readers how to make the research results presented in reports, slideshows, dashboards, posters, and data visualizations more interesting, engaging, and impactful. The book guides students, researchers, evaluators, and non-profit workersÃ¢â ¬â ¢anyone reporting data to an outside audienceÃ¢â ¬â ¢through design choices in four primary areas: graphics, text, color, and arrangement. The Second Edition features an improved layout with larger screenshots, a review of the recent literature on data visualization, and input from a panel of graphic design experts.

Book Information

Paperback: 248 pages

Publisher: SAGE Publications, Inc; 2 edition (June 6, 2017)

Language: English

ISBN-10: 1506353126

ISBN-13: 978-1506353128

Product Dimensions: 7.3 x 0.6 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 3 customer reviews

Best Sellers Rank: #32,339 in Books (See Top 100 in Books) #5 inÃ Â Books > Computers & Technology > Business Technology > Software > Presentation Software #32 inÃ Â Books > Politics & Social Sciences > Social Sciences > Methodology #45 inÃ Â Books > Education & Teaching > Higher & Continuing Education > Test Preparation > Professional > Professional

Customer Reviews

Dr. Stephanie Evergreen is an internationally-recognized speaker, designer, and researcher. She is best known for bringing a research-based approach to helping researcher better communicate their work through more effective graphs, slides, and reports.Ã Â She holds a PhD from Western Michigan University in interdisciplinary evaluation, which included a dissertation on the extent of graphic design use in written research reporting. Dr. Evergreen has trained researchers worldwide through keynote presentations and workshops, for clients including Time, Verizon, Head Start, American Institutes for Research, Rockefeller Foundation, Brookings Institute, and the United Nations. She is the 2015 recipient of the American Evaluation AssociationÃ¢â ¬â„¢s Guttentag award, given for notable accomplishments early in a career. Dr. Evergreen is co-editor and co-author of two issues ofÃ Â New Directions for EvaluationÃ Â on data visualization. She writes a

popularÃ Â blogÃ Â on data presentation at StephanieEvergreen.com. Her books Presenting Data Effectively, first edition, andÃ Â Effective Data Visualization, both hit #1 on bestseller lists.

This is a good intro book. I got some good ideas. But mostly just skimmed the rest. I'd recommend it to beginners.

Fantastic resource for presenting data using all the big media types.

Stephanie Evergreen's work has made my work better. This is a great intro tool for anyone trying to up their game presenting their data. I was put in charge of data translation with NO graphic design experience. Evergreen's tools have made me look like I know what I am doing. Buy it. You won't regret.

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