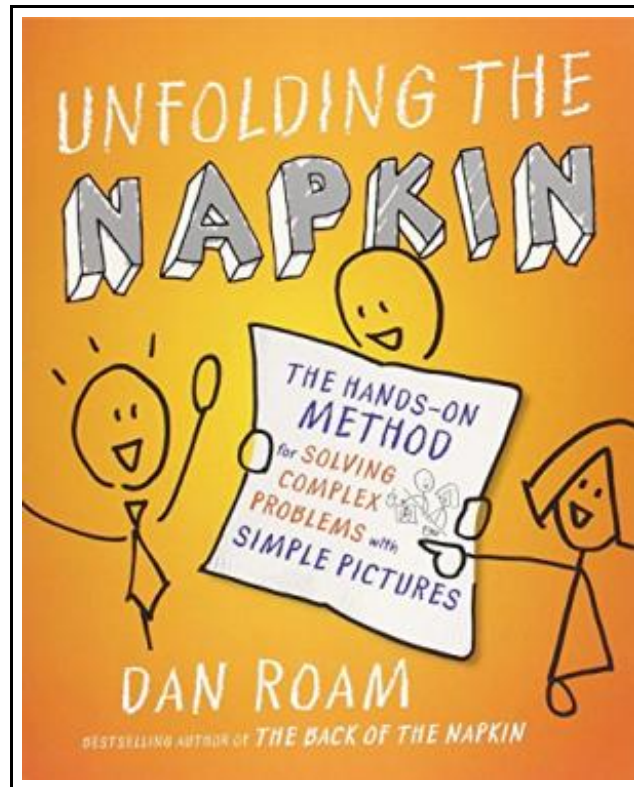


## Unfolding the Napkin: The Hands-On Method for Solving Complex Problems with Simple Pictures



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## UNFOLDING THE NAPKIN: THE HANDS-ON METHOD FOR SOLVING COMPLEX PROBLEMS WITH SIMPLE PICTURES



Penguin Putnam Inc. Paperback / softback. Book Condition: new. BRAND NEW, Unfolding the Napkin: The Hands-On Method for Solving Complex Problems with Simple Pictures, Dan Roam, 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: a[Improve their three "built-in" visual problem solving tools. a[Apply the four-step visual thinking process (look-see-imagine-show) in any business situation. a[Instantly improve their visual imaginations. a[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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