



Module 2: Graphics and Visual Communication for Managers (Managerial Communication)

James S. O'Rourke, Jr. Robert P. Sedlack, Barbara L. Shwom, Karl P. Keller

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GRAPHICS AND VISUAL COMMUNICATION FOR MANAGERS, Second Edition, offers practical and useful advice on how to work with graphics and visuals in reports, briefings, and proposals. It also offers direct instruction on how to integrate graphic aids into spoken presentations and public speeches. There are dozens of illustrations, drawings, and graphs included throughout the text. This text integrates the latest research on visual communication with the best managerial practices in a wide range of businesses that provides the latest information available. It explains the details involved in crafting graphic images that tell a story clearly, crisply, and with powerful visual impact. Using a step-by-step approach, it demonstrates how to create PowerPoint files that support and enhance a presentation without dominating or overpowering the content of a talk. And it offers an inside look at how the best graphic design shops create images that support business objectives and make management communication more effective.

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