

THE BACK OF A NAPKIN



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The Back of the Napkin Expanded Edition Solving

Back of the Napkin is the "how" and "why" of communicating with your customer, team or prospect. As the title suggests it is a very visual book with many images, acronyms and approaches on how to draw and have a conversation versus death by powerpoint.

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Back of a Napkin

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The Back of the Napkin Solving Problems and Selling Ideas

The Back of the Napkin: Solving Problems and Selling Ideas with Pictures explores the power an image can yield as a conveyor of ideas or concepts. Although it was recommended to me as a friendly way to learn about modeling languages (a rather work related topic), its not at all a technical book.

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The Back of the Napkin Must Read Summaries

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Back of the Napkin Gamestorming

The back of a napkin is already associated with Aha moments and inspiration. Its informality helps combat people s instincts towards worrying about whether they can draw, have the perfect solution to the question, and other worries that can crop up if we were to use something more formal.

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The Back of the Napkin Solving Problems and Selling Ideas

The Back of the Napkin presents a thought process and method that can help solve those problems. Using the method will help sell the solution. It becomes an arsenal one wants in his tool kit.

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