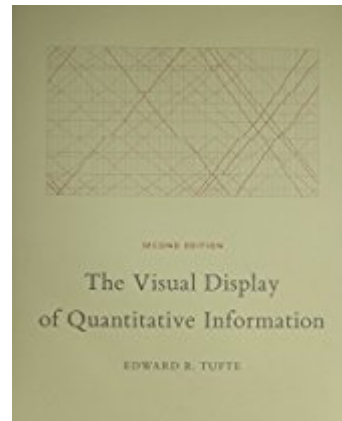


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all those who attempt to explain life and especially measurements to their friends and family. 0 of 0 people found the following review helpful. Tufte has too much authority to be ignored. By A If you're interested in data visualization careers, or simply want to expand your skill set, Tufte is an author that just needs to be studied. Job interviewers will be looking to see that you understand the philosophy behind developing awesome visualizations, and Tufte is where they usually begin. My only gripe with this book is that Tufte seems to be a little too extreme with his suggestions. For example, he introduces the data-to-ink ratio that simply does not apply to every single visualization out there. But I know, his ideas should be treated as simple guidelines, not laws. But there are also other aspects of the content that irks me - the "Lie Factor" formula that he provides, for instance, does not actually work. I did this with my instructor and classmates in the classroom! But, as I said, you can't ignore Tufte. It's too much of a legend in the field and whatever he says needs to be taken seriously if you're serious about information visualization. 1 of 1 people found the following review helpful. Great book for UI/UX designers and Business Intelligence By Nima Gardideh I read this book as a preparation before designing dashboarding tools and systems for an analytics product. It was astonishing how much thought Edward Tufte has put into his data graphic design theories and how the principles in this book still hold strongly to this day. Absolutely recommend this book to anyone who wants to be better at visualizing data in a useful way to their users/customers/management. See all 264 customer reviews...

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