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*(Letha Okuneva)*

## BACK OF THE NAPKIN (AMAZON TOP TEN BUSINESS BOOKS OF THE YEAR. THE WORLD'S TOP 500 ENTERPRISES(CHINESE EDITION)



Hardcover. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.HardCover. Pub Date: Unknown Pages: 331 Publisher: CITIC Publishing List Price: 49.00 yuan Author: Dan Roma (Dan Roam) (U.S.) forward. Xu Siyuan. Yan Zheng Translation Press: CITIC Publishing House ISBN: 9.787.508.635.408 Page: 331 Edition: 1 Binding: Hardcover format printing time: 24 Published :2012-10-1: Number of words: 170000 Goods logo: 22891243 About the back of the napkin is the napkin communication force father of Dan Luomu classic best-selling works. this book was born in the world set off a frenzy of visual thinking. In the back of the napkin. the author will tell you. the face of an increasingly complex business communication problems. how to think with new eyes. to express the idea of ??using new way of thinking. a new angle to look for solutions.: Just four links. you will be able to target and explain the core of any business issues - see - observe - imagine - show ; simply learn three techniques. will be able to start your visual thinking - with the naked eye open the inner eye. draw a stick figure; As long as you draw a circle. boxes. arrows. villain. you can learn to universal stick figure. and lifetime. About the author (United States) Dan the Roma (Dan Roam) DigitalRoam company founder. relying on a pen. a napkin. a whiteboard like low-tech equipment and training. including the high-tech industry. government agencies. financial industry . the entertainment industry and other industries use visual thinking tools to solve a variety of business problems. His clients include Google. eBay. IBM. GE. Wal-Mart. Microsoft. Time Warner. the Federal Reserve Bank of New York. Pfizer Global 500 companies. including the U.S. Navy. and the White House Office of Communications....



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