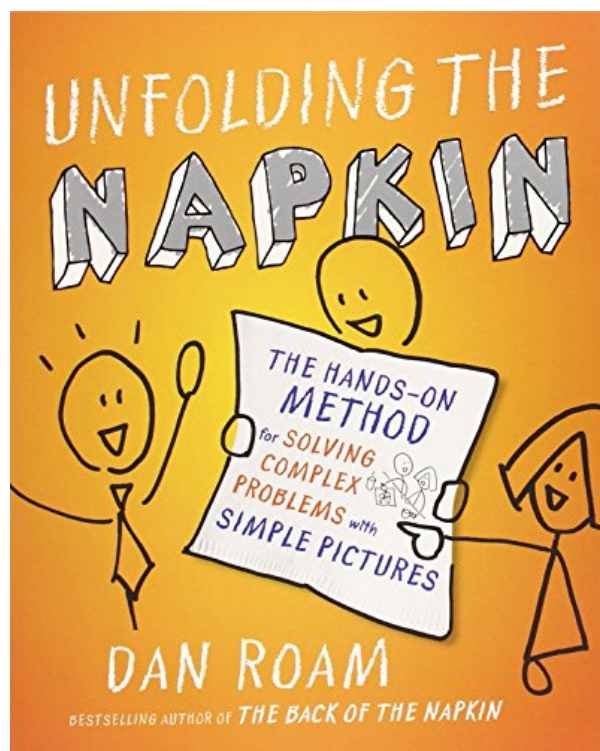
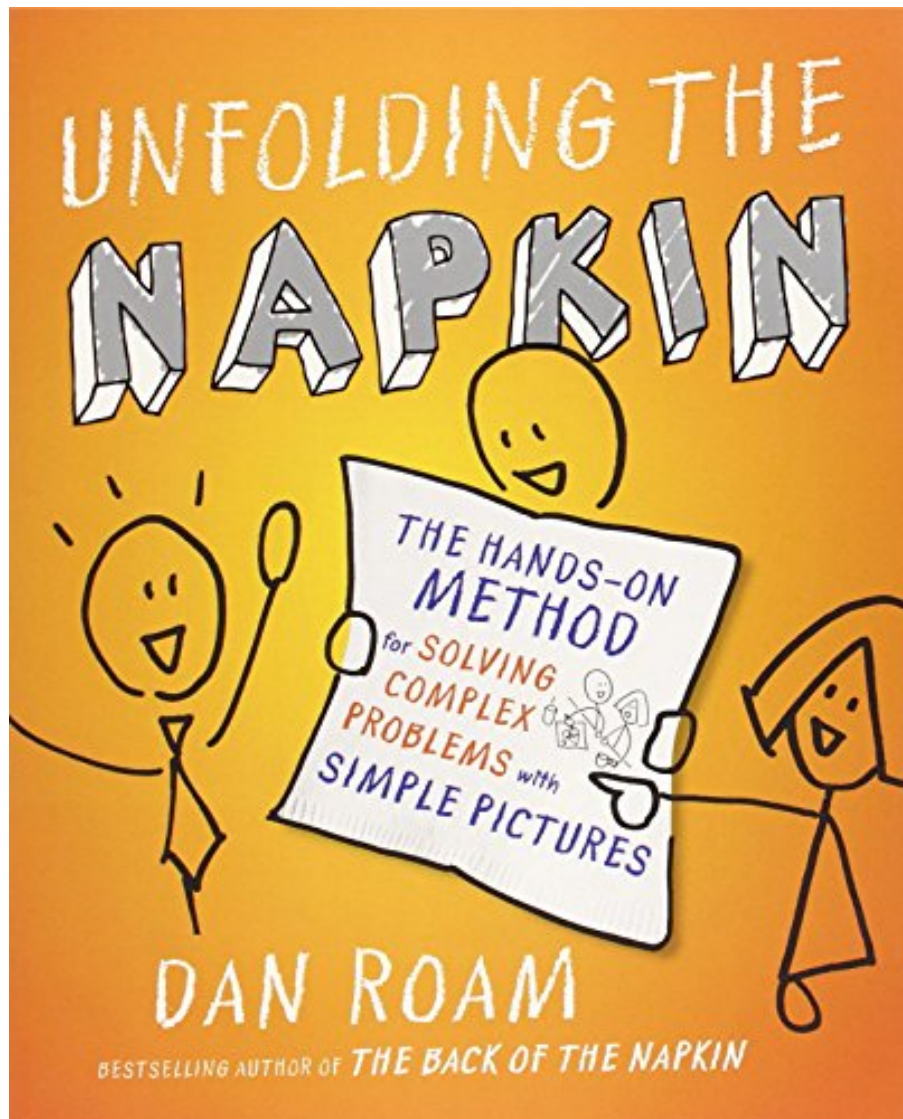


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METHOD FOR SOLVING COMPLEX
PROBLEMS WITH SIMPLE PICTURES BY
DAN ROAM**



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Review

"In 2008, Roam's *The Back of the Napkin* soaked up some book-of-the-year love from *The Financial Times*, *Businessweek* and *Amazon.com*. Roam's point was that problems can be better solved by drawing simple pictures, regardless of artistic ability. It's easier to see solutions visually, and it's also the revealing process of physically diagramming a problem, the argument goes.

To discover truly breakthrough ideas, intuitively develop those ideas and share those ideas effectively with others, we need pictures," Roam writes.

Since then, the management consultant and his Sharpies have conducted workshops at an impressive list of organizations, including Boeing, Pfizer, Google, Microsoft, Wal-mart and the U.S. Senate. Now, with *Unfolding the Napkin*, Roam squeezed his four-day workshop into a workbook so everyone can follow along.

It's a simple concept, but when Roam arrives at a solution for last year's economic crisis by drawing intersecting circles representing financial services, the auto industry and declining energy supplies, it's clear that *Napkin* is nothing to sneeze on.

-USA Today, Jan. 4, 2010

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alternatives and solution.

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About the Author

Dan Roam is founder and president of Digital Roam Inc., a management consulting firm that helps businesses solve problems through visual thinking. He has brought his unique approach to clients such as Microsoft, Wal-Mart, Wells Fargo, the U.S. Navy, HBO, NewsCorp., and the U.S. Senate. He lectures around the world for clients and at business conferences.

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Unfolding The Napkin: The Hands-On Method For Solving Complex Problems With Simple Pictures By Dan Roam. In undergoing this life, lots of people constantly aim to do as well as obtain the best. New understanding, encounter, lesson, and also everything that could improve the life will be done. Nonetheless, lots of people occasionally really feel perplexed to obtain those points. Feeling the restricted of encounter as well as resources to be much better is one of the lacks to own. Nevertheless, there is a very simple thing that could be done. This is just what your teacher consistently manoeuvres you to do this. Yeah, reading is the solution. Reviewing a book as this *Unfolding The Napkin: The Hands-On Method For Solving Complex Problems With Simple Pictures By Dan Roam* and various other references can enrich your life quality. Just how can it be?

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BY DAN ROAM PDF

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:

- Improve their three "built-in" visual problem solving tools.
- Apply the four-step visual thinking process (look-see-imagine-show) in any business situation.
- Instantly improve their visual imaginations.
- 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.

- Sales Rank: #406912 in Books
- Brand: Brand: Portfolio Trade
- Published on: 2009-12-29
- Released on: 2009-12-29
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .70" w x 8.00" l, 1.25 pounds
- Binding: Paperback
- 320 pages

Features

- Used Book in Good Condition

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Most helpful customer reviews

8 of 8 people found the following review helpful.

Quick, fun, and useful read

By Aaron U. Bolin

Dan Roam is really cool; I really enjoyed this book. Yes, the pictures are kind of corny. Yes, the examples are kind of cartoonish. Yes, the exercises seem like they are from kindergarten. But somehow Roam has taken corny, cartoonish, kindergarten tasks and turned them into something really useful.

I read this book and enjoyed it, but I didn't get the full value of the content until I went back and worked the exercises. Though I don't remember what SQUID stands for or any of the other organizing schemes that Roam uses, I really did learn something from his very original presentation of simple visual thinking tools.

In the process of working through the exercises in the book, I distilled the complexities of my work into four intuitive pictographs. My boss at the time hated these pictographs for some reason, but the value of the

pictographs was demonstrated conclusively a few weeks later. I was presenting an overview of our processes and methods to a group of visitors from Turkey. Although they all spoke English as a second language, all of the text-based materials fell flat. The lightbulbs of understanding lit up all around the room when the discussion turned to those four silly pictographs though.

Unfolding the Napkin is a quick, fun, and useful read.

2 of 2 people found the following review helpful.

Great book, the digital version has some issues...

By Nicholas Conrad

It's a fun book, and a quick read. However the digital Kindle Edition was not well formatted with regard to the many images and doodles throughout the book, sometimes causing confusion, and all the images were low quality. When I tried to zoom in to see details they immediately pixilated. There were also several typos in the book, which I can't believe got through any editor, so I assume these are also related to the Kindle Edition.

2 of 2 people found the following review helpful.

The 2nd Gets Lost In The Middle

By Life Is Good!

I really enjoyed the authors first and third book. The ideas are simple and almost common sense. Useful for those who find it difficult to see options, sell ideas, or present data in simple form. The author provides a membership web site with videos if you find the contents of his books too complicated. For this reason alone. I am giving just 3 stars. If the author can't get his point across in a book and by using what he teaches, there is a problem. Maybe it is greed. Maybe, he needs 3 books to get the point across. Maybe what he is teaching isn't as easy, usable or workable as the author wants us to believe? The books are good, but according to the author courses, seminars and online video subscriptions are needed in order to understand how to use simple drawings.

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Be the first who are reviewing this **Unfolding The Napkin: The Hands-On Method For Solving Complex Problems With Simple Pictures By Dan Roam** Based on some reasons, reviewing this book will certainly offer more perks. Also you should review it detailed, page by web page, you can complete it whenever and also anywhere you have time. Once more, this on the internet publication Unfolding The Napkin: The Hands-On Method For Solving Complex Problems With Simple Pictures By Dan Roam will offer you very easy of reading time and also task. It likewise supplies the encounter that is budget friendly to reach and also get greatly for much better life.

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