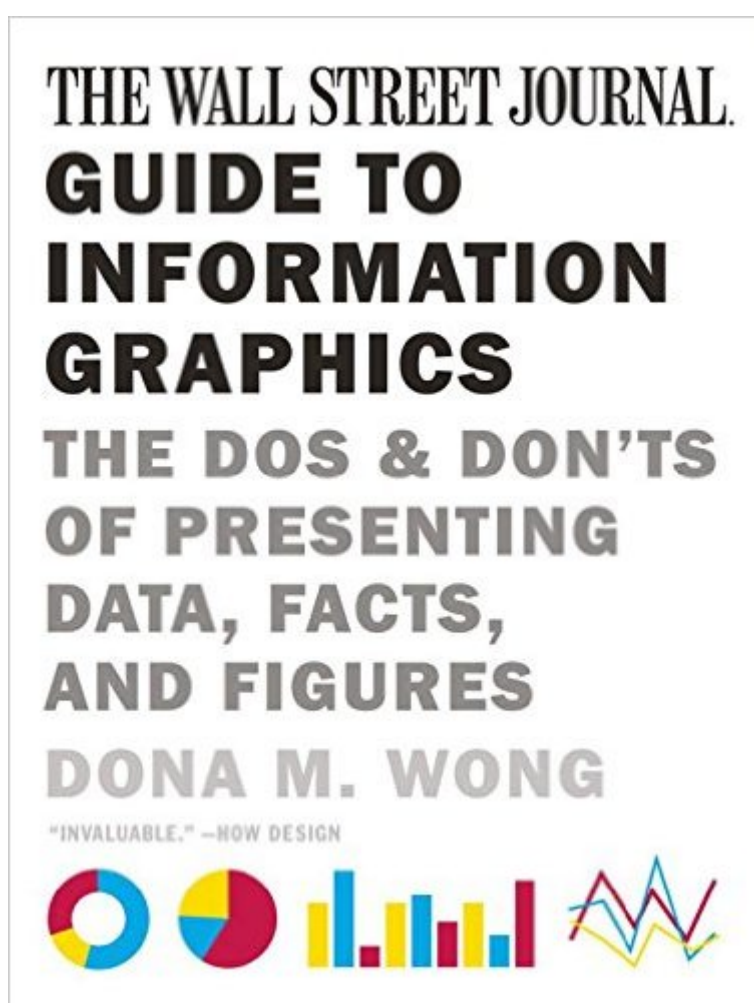


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# The Wall Street Journal Guide To Information Graphics: The Dos And Don'ts Of Presenting Data, Facts, And Figures



## Synopsis

The definitive guide to the graphic presentation of information. In today's data-driven world, professionals need to know how to express themselves in the language of graphics effectively and eloquently. Yet information graphics is rarely taught in schools or is the focus of on-the-job training. Now, for the first time, Dona M. Wong, a student of the information graphics pioneer Edward Tufte, makes this material available for all of us. In this book, you will learn: to choose the best chart that fits your data; the most effective way to communicate with decision makers when you have five minutes of their time; how to chart currency fluctuations that affect global business; how to use color effectively; how to make a graphic as colorful as possible even if only black and white are available. The book is organized in a series of mini-workshops backed up with illustrated examples, so not only will you learn what works and what doesn't but also you can see the dos and don'ts for yourself. This is an invaluable reference work for students and professional in all fields. 2-color; 500+ illustrations, 16 pages of color

## Book Information

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## Customer Reviews

This short easy read is a beautiful introduction to how to make professional graphics. Because the WSJ is featured in the title, I was a bit nervous that the entire book would be focused on visualizing financial data but it has great advice for anyone who needs to visualize numeric data. I really enjoyed it because there is unique advice that adds to other practical books on visualization like *Creating More Effective Graphs*, and it nicely complements or leads into classics like *The Visual Display of Quantitative Information*, 2nd edition or *Visualizing Data*. The first chapter covers basic

issues like how many colors, what colors, how many lines, etc.. The second, which is the bulk of the book, contrasts effective and poor graphics on side by side pages. There is concise useful advice on truncating ranges, breaking axes, using broken bar graphs, how many pie pieces, etc. The advice is beyond simple do or do not break a bar, it discusses how much of a discrepancy in the height of a bar chart merits a break.

As a marketing analyst my job involves a great deal of analyzing data and turning that data into meaningful information for directors, vp's, etc. I've read just about every book out there on this subject at some point or another. This one is a definite keeper. The kind of book that you'd want to keep on your desk if creating charts and graphs is something you do regularly. If you follow these principles your presentations will stand out from the crowd. I am always shocked by the rarity, within corporate America, of the ability to do this well. The fact is that most top tier MBA's that I've worked with still can't get past the default settings in Excel to even figure out how to get rid of the gray background on their charts--let alone follow best practices such as those espoused by this book and the work of Edward Tufte and Stephen Few. Having mentioned Tufte and Few, let me digress for a moment and discuss them. Edward Tufte is the guru of data visualization and it's important to point out that this book's author, Donna Wong, studied under the master himself, so you know her credentials are top notch. It's like learning kung fu from the guy that was trained by Bruce Lee. Except he skips all the BS and just shows you how to kick ass. Of course, unlike Bruce Lee, Edward Tufte is not dead and as far as I know has never taken on Kareem Abdul-Jabar in a yellow track suit. He still writes and publishes his own work, but it's far more theoretical, and not as user friendly as, this book is. As for Stephen Few, he is the second biggest name out there when it comes to data visualization best practices.

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