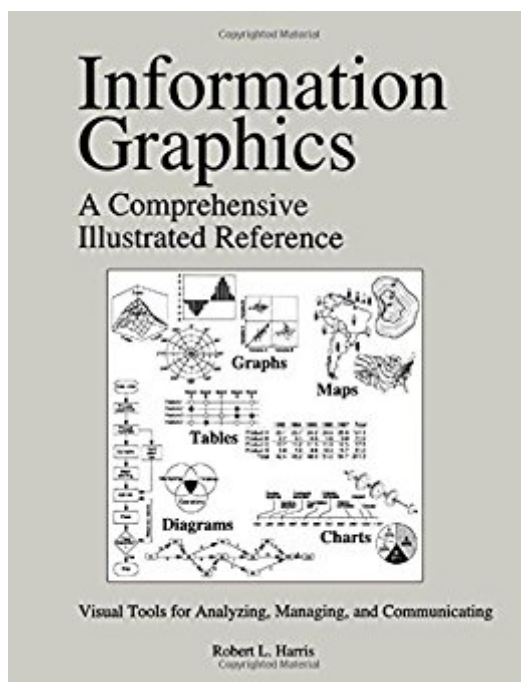


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# Information Graphics: A Comprehensive Illustrated Reference



## Synopsis

This beautifully illustrated book is the first complete handbook to visual information. Well written, easy to use, and carefully indexed, it describes the full range of charts, graphs, maps, diagrams, and tables used daily to manage, analyze, and communicate information. It features over 3,000 illustrations, making it an ideal source for ideas on how to present information. It is an invaluable tool for anyone who writes or designs reports, whether for scientific journals, annual reports, or magazines and newspapers.

## Book Information

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## Customer Reviews

This book will be particularly useful to people doing desktop publishing, will help introduce general readers to the language of graphic designers, and can be used as a guidebook for finding the best way to present graphic information. Recommended for all levels.

The breadth and depth of entries, examples, and cross-references are almost overwhelming. The book's 448 pages pack in more than 850 entries and nearly 4,000 illustrations covering everything from mundane pie charts to complex visualization techniques for data analysis and business operations. Readers can explore subjects to the depth necessary--it's all there. The writing is straightforward and precise without being overly technical, and presupposes no special knowledge of graphics or mathematics. I am glad to add Information Graphics to my technical communications library. I recommend that you add it also.

This is not a book that you will read cover to cover; it is a "dictionary" of graphics and the elements to those graphics. It will not teach you how to use them or the appropriate use of them (for that refers to Tufte). I agree with the other comments that the alphabetical arrangement is not useful - just as a dictionary is not useful if you don't know a word. A Thesaurus style would have been more useful, giving alternatives or evolutions of graphics. However some of the entries once found are extremely useful and e.g, Data Distribution graphs, but content is repeated under different entries like Combination decision and flow chart is under decision diagram and flow chart (and probably others) , making it hard to find the source reference. It's all black and white, and omits some of the more recent developments (no Heat Maps, Tree Maps, Sparklines). However it's a serious professional reference that I have personally found useful. Could use an update

As a consultant in the computer industry I often wonder if I am a technical specialist or a technical writer because of the high volume of writing I do. While I have honed my writing skills through both experience and training in Information Mapping, I used to be at a loss about how to best portray technical data in my documents. *Information Graphics: A Comprehensive Illustrated Reference* changed that. With this handy reference, which is never far from my keyboard, I have a 450-page catalog of ideas and guidance. What is remarkable is that in the 450 pages are 4,000 illustrations (nearly 10 per page). This book has allowed me to measurably improve the quality of my proposals and deliverables by picking the best possible way to convey information. Don't let the fact that I am in the computer consulting industry deter you from buying this book - if you are in business, graphic arts, advertising and marketing or just about any other profession that uses data this book will be worth its weight in gold.

You can question the structure or design of this book, but the information it contains is complete and highly useful.

Bible!

Lots of examples, but not particularly innovative. Would be good for the beginner if better organized. Definitely not for a seasoned pro.

This book is a gem. It's really a dictionary of just about all of the types of charts that exist with the

exception of interactive ones of course (we'll excuse the author though). If you have a problem and you think that some form of chart could help you then this book should contain the answer. Note that this isn't a book that you'd read from cover to cover though.

Wow lots of information

I had to buy 5 books for a graduate MIS class and this was far and wide the worst of the bunch. Im in marketing, I found this book to be utterly useless however I felt the same way about the class so I gave it 2 stars instead of one because I was clearly in the wrong place.

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