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A refreshing change from traditional proposals and bullet points, Back of the Napkin (BOTN™) is a powerful new method to communicate ideas through visual thinking. This bold methodology teaches

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“ The Back of the Napkin: Solving Problems and Selling Ideas with Pictures ” explores the power an image can yield as a conveyor of ideas or concepts. Although it was recommended to me as a friendly way to learn about modeling languages (a rather work related topic), its not at all a technical book.

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Back of the Napkin is the "how" and "why" of communicating with your customer, team or prospect. As the title suggests it is a very visual book with many images, acronyms and approaches on how to draw and have a conversation versus death by powerpoint. By traversing through the 6 "W" questions (i.e.

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The Back of the Napkin (Expanded Edition): Solving ...

I was recently quite pleased to discover Dan Roam ' s book, The Back of the Napkin. The premise of the book, which I agree with, is a pen and paper are enormously powerful tools for exploring ideas....

Idea Magic With the Back of a Napkin

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