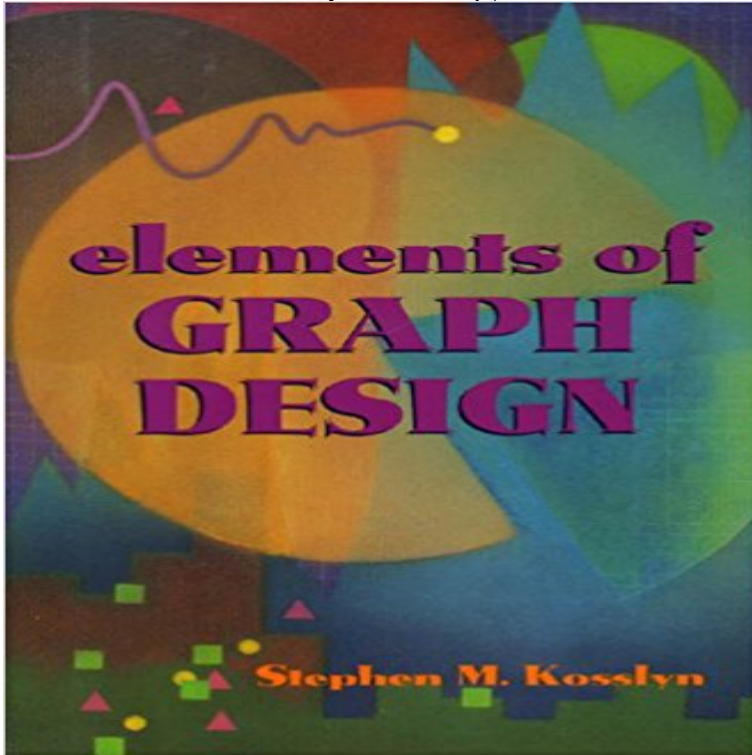


Elements of Graph Design



Graphs and other visual displays of information have become a pervasive part of our environment. In *Elements of Graph Design*, noted psychologist Stephen Kosslyn explains step-by-step how to create effective displays of quantitative data, with guidelines based on our current understanding of how the brain processes information. Unlike any other guide to designing graphs, it demonstrates clearly why certain graph formats and elements work better than others in specific situations. For those who prepare, use and interpret graphic data, *Elements of Graph Design* explores the crucial connections between the design, the data, and the reader. When read cover to cover or used as a hands-on working reference, it offers a wealth of advice on effectively conveying information visually.

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