



Unfolding the Napkin: The Hands-On Method for Solving Complex Problems with Simple Pictures

Dan Roam

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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.

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