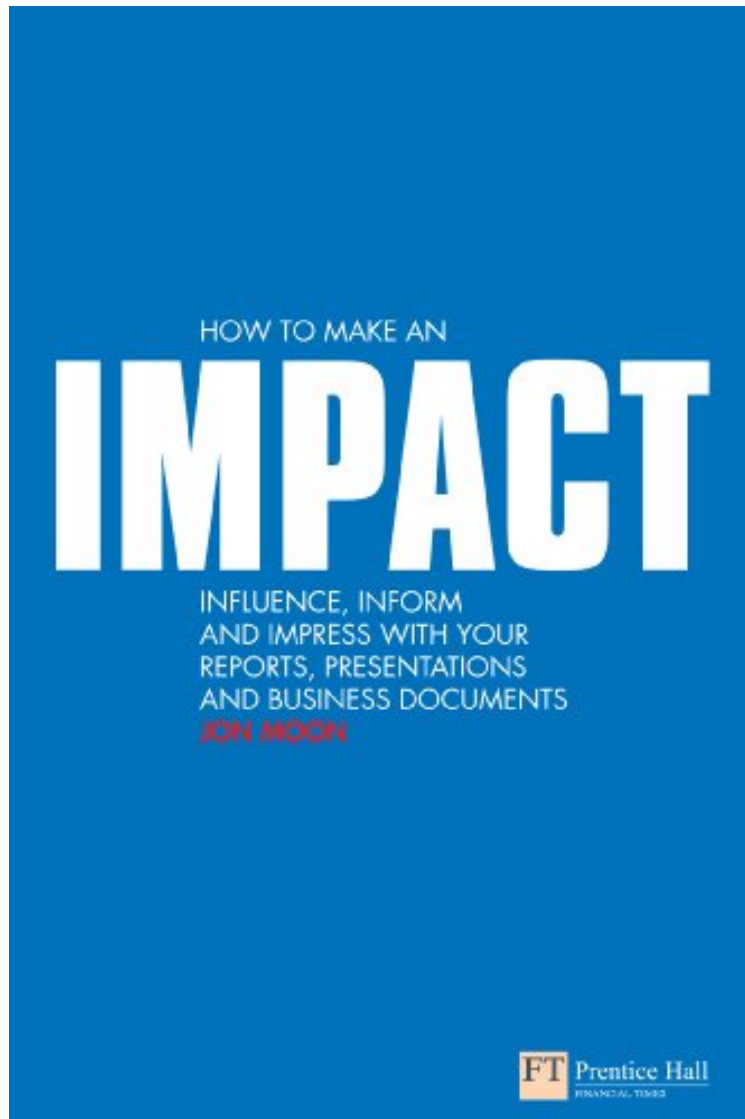


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2 of 2 people found the following review helpful. Must-read for business report writers everywhereBy Easy WriterThis is a great book if you struggle to turn complex ideas into clear reports using text documents or PowerPoint slides. Jon has done his research, lifting the best ideas of experts like Robin Williams and Edward Tufte and adding his own creative spin. The ideas are fresh, simple and practical and most importantly they work. The book contains a lot of before-and-after images, showing how Jon's principles turn incoherent graphs, charts and text documents into attractive, clear and persuasive business reports. Why would you NOT do things the Impact way? I have only two criticisms. First, the book is not very artfully designed, with text and images crowded onto small pages. It feels a bit utilitarian which diminishes its impact. Second, Jon's ideas are excellent but read like a hodge-podge of random (but useful) observations rather than a complete system. That's fine, but the entire book could have held together better if it was packaged as a system (eg. 10 steps to better reports). Overall, the content is excellent and will change the way you think about your next business report. With a more accomplished designer, and perhaps some editing help, this book would surely be a business best-seller based on its creative and useful content alone.

0 of 0 people found the following review helpful. Useful book to make content clearBy Chernetsova MarinaUseful book to make content clear. As I almost never work with numbers and reports parts about WIT, tables and charts are the most helpful for me. Part for design would be helpful for those who haven't read The Non-Designer's Design Book yet.

Clear information shows clear thinking, and clear thinking informs, influences and impresses. How often do you stare at uninviting and confusing presentations, notes, reports and information packs and get nothing out of them? It doesn't have to be like this. We could all produce amazingly clear work that has incredible impact if only we knew how. This book shows you how. It is full of ideas, tips and principles that are simple and easy to implement, yet brilliantly effective. You will never look at a business document in the same way again. And your work will impress the people that matter and get the results you want. It guides you through the most effective ways of using all forms of presenting information - tables, charts, slides, flowcharts, etc. Moon also introduces the new WiT (Words in Tables) approach to give impact to your message on all documents and slides. I love Jon's work. His tips are hugely useful, his WiT fantastic and ground-breaking, and his book essential reading. If you want to enhance your sales tenders, pitches and slides if you want to win more business get into Jon's stuff. It's really, really good. Gavin Duffy, a Dragon on Ireland's Dragons; Den; top media coach and economics columnist with the Irish Sunday Independent; "Every once in a while, simple ideas change business forever - this book is full of such ideas. A must-read if you want to do something about all those impenetrable reports, slides and information packs. This book has all the answers and will redefine how you think about business documents." Dominic Burke, Chief Executive, Jardine Lloyd Thompson Group plc. "This is a vital topic that has been sorely neglected. Jon's book changes that. It is crammed with new ideas that are creative, thoughtful, yet practical and relevant for all disciplines of business. Essential reading for everyone in business!" Dr Jikyeong Kang, Professor of Marketing and Director of MBA Programmes, Manchester Business School. "I've seen Jon's talk and his ideas are full of originality and wisdom. Many ideas are stunningly simple, others are mould breaking. He takes preconceived thinking and turns it on his head. Your business reporting will never be the same again." Michael Izza, Chief Executive ICAEA.

I love Jon's work. His tips are hugely useful, his WiT fantastic and ground-breaking, and his book essential reading. If you want to enhance your sales tenders, pitches and slides if you want to win more business get into Jon's stuff. It's really, really good. Gavin Duffy, a Dragon on Ireland's Dragons; Den; "This book will inform and inspire. It has simple design tips to make work look sharp" - Business Executive "Jon Moon's book provides a comprehensive and convincing guide to making all sorts of information clear and compelling." - Student Accountant April 2008 Moon presents some relatively simple ideas and principles that can be used to improve the writing and structuring of reports, produce better slides that engage an audience or design tables that communicate points clearly and concisely. People Management January 08 "Stunningly simple, yet mould-breaking. You'll never look at a bullet point the same way" Michael Izza, Chief Executive ICAEW (Institute of Chartered Accountants in England and Wales) "Simple ideas can change business forever. WiT is one such idea" Dominic Burke, Group CEO, JLT Group plc "Jon's new approach (WiT) gives documents real clarity. It visually lifts ideas from the page and gives work a clean, slick look" Plain English Campaign From the Back Cover How to make an IMPACT Influence, inform and impress with

your reports, presentations and business documents Author Jon Moon FTPH