



The Power of Infographics: Using Pictures to Communicate and Connect With Your Audiences (Que Biz-Tech)

By Mark Smiciklas

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Need to overcome information overload and get your message across? Infographics are your secret weapon. Using them, you can deliver knowledge and ideas visually, so your audiences can understand them quickly - and take action. In **The Power of Infographics**, Mark Smiciklas helps you understand how to leverage the use of powerful infographics: visual representations capable of transforming complex data or concepts into intuitive, instant knowledge. Writing from a business perspective, Smiciklas reveals how to use infographics both inside and outside the organization: to build brands, make sales, serve clients, align teams behind new strategies, and more. This straightforward, visual, common-sense based book explains: * What infographics are, and why they work so well * How to visualize statistical data, business processes, time, geography, lists, relationships, and concepts * How to communicate the "personal" through infographics * Best practices for observation, processing ideas, creating highly effective infographics, and publishing them * How to plan for and measure the ROI of infographics * And much more...

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Editorial Review

From the Back Cover

Foreword by **Guy Kawasaki**, author of *Enchantment* and former chief evangelist of Apple

INFOGRAPHICS ARE TODAY'S MOST POWERFUL WAY TO

- Tell Your Story
- Make Your Point
- Deliver Instant Knowledge
- Get Results!

WHY? THEY'RE:

- Visual
- Quick
- Intuitive
- Fun
- Beautiful
- People Love Them
- And 1 More Thing: THEY WORK.

LEARN HOW TO VISUALIZE:

- Big Ideas
- Numbers
- Processes
- Who, When, Where, and more
- Personal Stuff

YOU NEED A PROCESS. HERE IT IS:

- Prework
- Idea Processing
- Design
- Publishing (everywhere!)

THIS IS BUSINESS. GET MAX VALUE:

- Sell!
- Build Brands
- Serve Clients
- Align Teams
- Measure ROI (Executives *Like That*)

About the Author

Mark Smiciklas is the president of Intersection Consulting, a Vancouver-based digital marketing and communications agency that teaches organizations how to leverage the dynamics of Web 2.0 to achieve business goals. He is an established digital marketing and social media practitioner recognized for his visual thinking and strategic, no-nonsense approach. His service offering is framed by core beliefs in listening,

stakeholder engagement, trust creation, and employee empowerment. An interest in the evolution of social business continues to motivate him, as does a passion for teaching. Smiciklas has developed and taught social media strategy classes for undergraduates and adult learners at a number of Canadian universities. He also has spoken about a wide variety of digital marketing topics at corporate and public events and workshops. His genuine love of technology and people continues to ignite ongoing learning and new thinking that aim to help individuals and organizations connect with their audiences. Smiciklas hangs out full-time at intersectionconsulting.com/blog. He can be found on Twitter at @Intersection1. He is also a regular contributor to socialmediaexplorer.com, the popular digital and social media marketing and online communications blog. He lives in North Vancouver, BC, Canada, with his lovely wife, three kids, and Max the dog.

Users Review

From reader reviews:

Johnny Powers:

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