

Contents

Fundamentals

Fundamentals

The name of the game	3
The three laws of communication	5
A thousand words, a thousand pictures	13
Chains and magical numbers	17
Trees, maps, and theorems	23

Effective written documents

Planning the document	33
Designing the document	43
Drafting the document	59
Formatting the document	71
Revising the document	77

Effective oral presentations

Planning the presentation	87
Designing the presentation	89
Creating slides	97
Delivering the presentation	105
Answering questions	117

Effective graphical displays

Understanding pictures	123
Planning the graph	131
Designing the graph	133
Constructing the graph	145
Drafting the caption	149

Applications

Effective instructions	153
Effective electronic mail	157
Effective Web sites	161
Effective meeting reports	165
Effective scientific posters	169