

Show Me, Don't Tell Me: Visualizing Communication Strategy

Dave Holston



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Show Me, Don't Tell Me: Visualizing Communication Strategy Dave Holston You'll love this communication strategy book if:

- You struggle with effectively conveying messages to your clients or audience
- You work in public relations, marketing, design, or any other industry that uses communication regularly
- You're looking for creative ways to solve communication problems

Fact: Communication is ubiquitous. Fiction: Everyone knows how to communicate effectively. Even if you're someone who considers him or herself a strong communicator, there are still situations in which you might struggle to get your message across in a clear and effective manner - especially if you're in an industry like public relations, marketing, or design. EnterShow Me, Don't Tell Me by Dave Holston. With the help of this book, utilize 75 exercises to help solve strategic communication problems you may encounter. Using drawings, words, images, mapping, role-playing, stories, and more, discover new ways to spark creativity, problem solve, and engage clients and audiences on a deeper level.



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