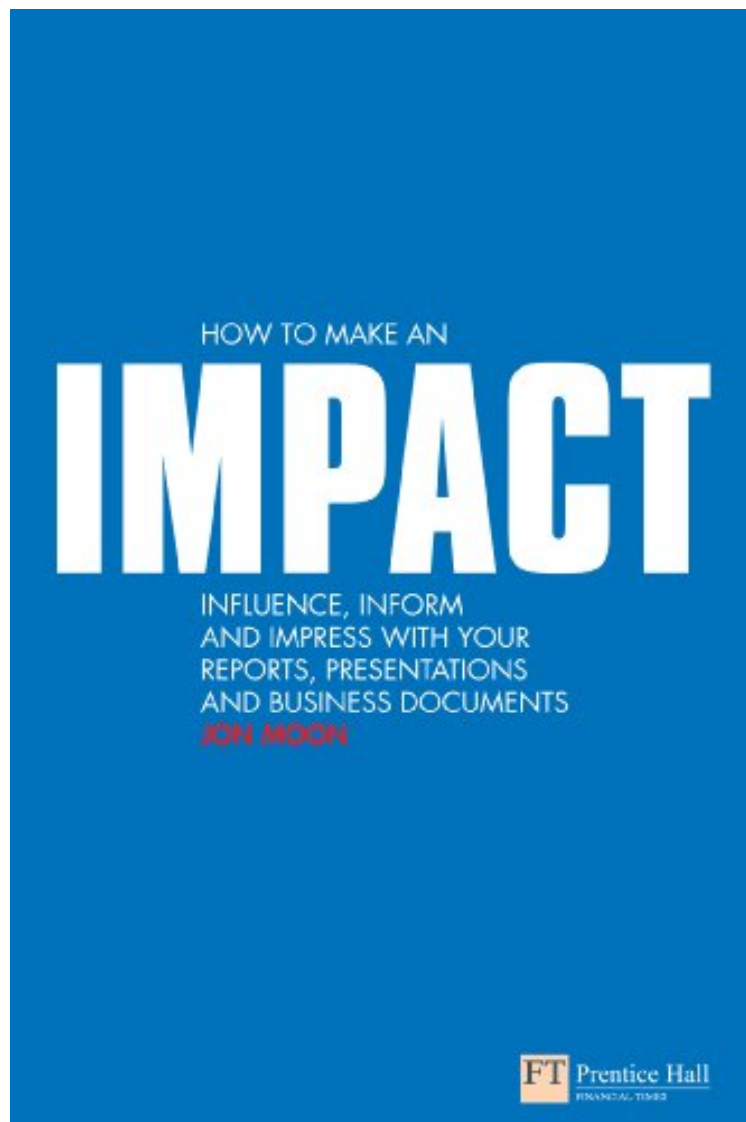


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## **How to make an IMPACT: Influence, inform and impress with your reports, presentations, business documents, charts and graphs (Financial Times Series)**

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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