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that that everyone
is born with a talent
for visual thinking,
but that we —
especially in the
business world —...

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were to use
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powerful way to
see hidden
solutions than to
pick up a pen and
draw out the pieces
of your problem.

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napkin mathematical proof. The defining characteristic of back-of-the-envelope calculations is the use of simplified assumptions. A similar phrase in the U.S. is "back of a napkin", also used in the business world to describe sketching out a quick, rough idea of

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a business or
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Ideas of this type

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are usually
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nature, and form
the basis for a
detailed approach at
a later date.

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Hardcover, 278
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Dan Roam, the
bestselling author
of The Back of the

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Napkin, teaches us how to make extraordinary presentations. We are all natural born presenters. We have ideas to share, voices to share them, and people to share them with. But if we are all capable of giving presentations, why do we find public

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