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the beginning - square
one where to start - to
the end - how to present
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presentation - both the
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best part of the book is
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process from start to
finish.

The Back of the Napkin:

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Published on Apr 17,
2008 In his book, The
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author Dan Roam
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something more formal.

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bestseller that kick-started the visual-thinking approach in business. There is no more powerful way to prove that you know something well than to draw a simple picture of it. And there is no more powerful way to see hidden solutions than to pick up a pen and draw out the pieces of your problem.

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A back-of-the-envelope calculation is a rough calculation, typically jotted down on any available scrap of paper such as an envelope. It is more than a guess but less than an accurate calculation or mathematical proof. The defining characteristic

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calculations is the use of
simplified assumptions.
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napkin", also used in the
business world to
describe sketching out a
quick, rough idea of a
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Thanks!

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In most cases, a back-of-the-napkin idea is a spur of the moment flash of inspiration that may be triggered by a conversation that is taking place, or by something that is

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happening in the immediate area. Ideas of this type are usually rudimentary in nature, and form the basis for a detailed approach at a later date.

What is a Back-Of-The-Napkin Idea? (with pictures)

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Published June 1st 2009
by Marshall Cavendish
Corporation. Hardcover,
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278 pages.

The Solving
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bestselling author of
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teaches us how to make
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natural born presenters.
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presentations, why do
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