



Module 4: Graphics and Visual Communication for Managers (Managerial Communication)

James S. O'Rourke, Jr. Robert P. Sedlack, Barbara L. Shwom, Karl P. Keller

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"Graphics and Visual Communication for Managers" by Robert P. Sedlack, Jr., Barbara L. Shwom, Northwestern University, and Karl P. Keller, Communication Partners University of Notre Dame. This module offers practical and useful advice on how to work with graphics and visuals in reports, briefings, and proposals. It also offers direct instruction on how to integrate graphic aids into spoken presentations and public speeches.

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