



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

Dave Holston

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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. Enter *Show 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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