

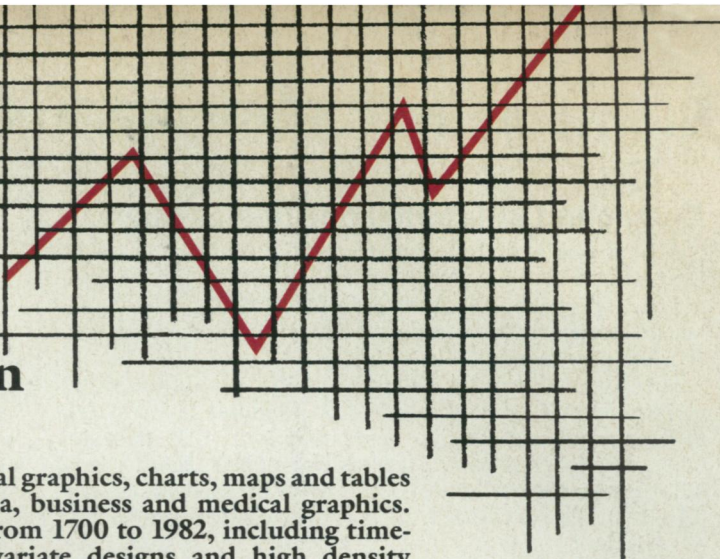
The Visual Display of Quantitative Information

by Edward R. Tufte

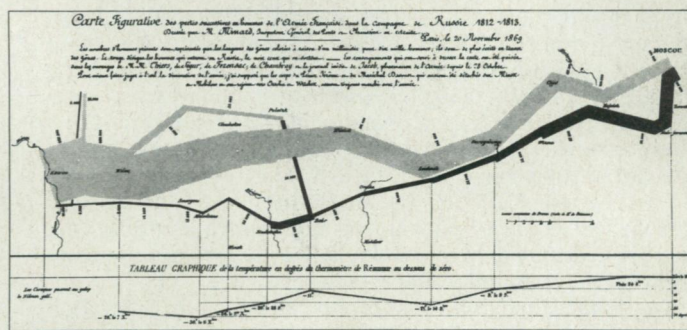
Explores theory and practice in the design of statistical graphics, charts, maps and tables and offers design solutions in scientific, mass media, business and medical graphics. Contains 75 examples of the finest graphical work from 1700 to 1982, including time-series, thematic maps, relational graphics, multivariate designs and high density displays. Covers aesthetics and techniques in data graphical design, use of colors, proportions and scaling, treatment of grids and the comparative effectiveness of sentences, tables and graphics for communicating quantitative information.

Graphics Press, 1983, 197 pages, 9" x 11", hardcover, \$34.00

Also available, a poster version of the graph of Napoleon's disastrous march (15" by 12"), exquisitely done in two colors on fine paper. It is eminently suitable for framing. A real talk piece for your office or study at home, it is available for \$8 per copy.



— from the publisher



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W. H. Freeman & Co., 1988, 224 pages, 6" x 9 1/4", paperback, \$11.95

— from the publisher

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by William S. Cleveland

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— from the preface

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