



# Visuals Matter! Designing and Using Effective Visual Representations to Support Project and Portfolio Decisions

*Joana Geraldi, Mario Arlt*

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Visuals are everywhere today—in offices and factories, in documents and online. They represent a powerful way to communicate and explain products, processes, and other key aspects of business. Done well, visuals can even have a profound influence on people’s decisions—such as whether or not to buy a particular product. In *Visuals Matter!*, the result of a two-year research project funded by the Project Management Institute and University College London, authors Joana Geraldi and Mario Arlt explore the impact of visuals on cognition and communication in project portfolio decisions. Their goal is to increase project practitioners’ and scholars’ awareness about how important visuals can be and to provide guidance on how visuals can be used and designed to enhance business. PLEASE NOTE: Some images in this book may be blurry, but the text provides the supporting description. This title is best viewed on devices with a larger screen area.

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