

Classic and Contemporary Readings

Chapter 1

Classic and Contemporary Readings

- Berry, Michael J. A., and Gordon Linhoff. *Data Mining Techniques: For Marketing, Sales, and Customer Support*. New York: Wiley, 1997. This is a practical guide to mining business data to help business managers focus their marketing and sales strategies.
- Blattberg, Robert C., Rashi Glazer, and John D. C. Little, eds. *The Marketing Information Revolution*. Boston, MA: Harvard Business School Press, 1994.
- Converse, Jean M. *Survey Research in the United States: Roots and Emergence 1890–1960*. Berkeley: University of California Press, 1987.
- Haas, Peter J., and J. Fred Springer. *Applied Policy Research: Concepts and Cases*. New York: Garland Reference Library of Social Science, No. 1051, 1998. Chapter 2 discusses policy research strategies and contributions.
- Kimball, Ralph, et al. *The Data Warehouse Lifecycle Toolkit: Expert Methods for Designing, Developing, and Deploying Data Warehouses*. New York: Wiley, 1998. A definitive work on the business dimensional life-cycle approach and data warehouse architecture.
- Miller, Thomas W., and Dana H. James. *Marketing Research and Information Services: 2003 Industry Report*. Madison, WI: Research Publishers, 2003.
- Porter, Michael. *Competitive Strategy*. New York: Free Press, 1980. The seminal work in strategy development.
- Random, Matthew. *The Social Scientist in American Industry*. New Brunswick, NJ: Rutgers University Press, 1970. A research report of experiences of social scientists employed in industry. Chapter 7 presents a summary of findings.
- Remenyi, Dan, et al. *Doing Research in Business and Management: An Introduction to Process and Method*. Thousand Oaks, CA: Sage Publications, 1998. Chapters 1 and 2 establish the business research perspective for management students.
- Sutton, Howard. *Competitive Intelligence*. New York: The Conference Board, 1988.

Chapter 2

Classic and Contemporary Readings

- National Academy of Sciences. *On Being a Scientist: Responsible Conduct in Research*. 2d ed. Washington, DC: National Academy Press, 1995. Written for beginning researchers, this source describes the ethical foundations of scientific practices; personal and professional issues; and research applications for industrial, governmental, and academic settings.
- Rosnow, Ralph L., and Robert Rosenthal. *People Studying People: Artifacts and Ethics in Behavioral Research*. New York: Freeman, 1997. A potent source of analysis and advice; particularly appropriate for Chapters 9 and 11 on observation and experimentation.
- Stanley, Barbara H., et al., eds. *Research Ethics: A Psychological Approach*. Lincoln: University of Nebraska Press, 1996. Addresses important issues such as the discovery and neutralization

of bias; sensitivity to the interests of experimental participants; and the counterweighing factors in rules, regulations, and enforcement.

Stern, Judy E., and Deni Elliott, eds. *Research Ethics: A Reader*. Hanover, NH: University Press of New England, 1997. An insightful review of ethical issues for managers and researchers.

Weisstub, David N., ed. *Research on Human Subjects: Ethics, Law, and Social Policy*. Oxford, England: Pergamon Press, 1998. Comprehensive exploration of challenges in research ethics for policymakers and institutions, with coverage of international perspectives.

Chapter 3

Beardsley, Monroe. *Practical Logic*. Englewood Cliffs, NJ: Prentice Hall, 1969. A lucid discussion of deduction and induction as well as an excellent coverage of argument analysis.

Browne, M. Neil, and Stuart M. Keeley. *Asking the Right Questions: A Guide to Critical Thinking*. Upper Saddle River, NJ: Prentice Hall, 1997. Addresses question-asking skills and techniques necessary for evaluating different types of evidence.

Hoover, Kenneth R., and Todd Donovan. *The Elements of Social Scientific Thinking*. 6th ed. New York: St. Martin's Press, 1995. A brief but highly readable treatise on the elements of science and scientific thinking.

Kaplan, Abraham. *The Conduct of Inquiry*. San Francisco: Chandler, 1964. A classic source for the philosophy of science and logical reasoning.

Chapter 4

Fox, David J. *The Research Process in Education*. New York: Holt, Rinehart & Winston, 1969. Chapters 1 and 5 include a research process model to compare with the one in this chapter.

Leedy, Paul D. *Practical Research: Planning & Design*. 6th ed. Englewood Cliffs, NJ: Prentice Hall, 1996. Practical and readable sections guide students through the research process.

Murdick, Robert G., and Donald R. Cooper. *Business Research: Concepts and Guides*. Columbus, OH: Grid, 1982. A supplementary text with a strong emphasis on problem identification and formulation.

Selltiz, Claire, Lawrence S. Wrightsman, and Stuart M. Cook. *Research Methods in Social Relations*. 3d ed. New York: Holt, Rinehart & Winston, 1976. Chapters 1 and 2 present a good research process example and discussion of formulating a research problem.

Tull, Donald S., and Del I. Hawkins. *Marketing Research: Meaning, Measurement, and Method*. 6th ed. New York: Macmillan, 1992. The authors provide good coverage of the valuation of research information through a Bayesian decision theory approach.

Chapter 5

Berry, Michael J. A., and Gordon Linoff. *Mastering Data Mining: The Art and Science of Customer Relationship Management*. New York: Wiley, 1999.

Fayyad, Usama M., Gregory Piatetsky-Shapiro, Padhraic Smyth, and Ramasamy Uthurusamy. *Advances in Knowledge Discovery and Data Mining: 10th Pacific-Asia Conference, PAKDD 2006, Singapore, April 9–12, 2006, Proceedings*. New York: Springer, 2006. Papers on classification, clustering, text and document mining, web mining, graph and network

mining, association rule mining, biodata mining, outlier and intrusion detection, relational database, multimedia mining, and innovative applications.

Fox, David J. *The Research Process in Education*. New York: Holt, Rinehart & Winston, 1969.

Chapter 2 includes a research process model to compare with the one in this chapter.

Leedy, Paul D., and Jeanne Ellis Ormrod. *Practical Research: Planning & Design*. 8th ed.

Upper Saddle River: NJ, 2004. Practical and readable sections guide students through the research process.

Janes, Joseph. *Introduction to Reference Work in the Digital Age*. New York: Neal-Schuman

Publishers, 2003. Focus on how the digital world has changed reference services and searching.

Katz, William A. *Introduction to Reference Work*. 7th ed. New York: McGraw-Hill, 1997.

Selltiz, Claire, Lawrence S. Wrightsman, and Stuart M. Cook. *Research Methods in Social Relations*. 3d ed. New York: Holt, Rinehart & Winston, 1976. Chapters 1 and 2 present a good research process example and discussion of formulating a research problem.

Thomson Gale, ed. *Encyclopedia of Business Information Sources*. 22nd ed. Farmington Hills, MI: Thomson Gale, 2007.

Chapter 6

Babbie, Earl R. *The Practice of Social Research*. 9th ed. Belmont, CA: Wadsworth, 2000.

Contains a clear and thorough synopsis of design.

Creswell, John W. *Qualitative Inquiry and Research Design*. 5th ed. Thousand Oaks, CA: Sage

Publishing, 1997. A creative and comprehensive work on qualitative research methods.

Krathwohl, David R. *Social and Behavioral Science Research: A New Framework for*

Conceptualizing, Implementing, and Evaluating Research Studies. San Francisco: Jossey-Bass, 1985. Chapter 9 on causality is insightful, well reasoned, and highly recommended.

Mason, Emanuel J., and William J. Bramble. *Understanding and Conducting Research*. 2d ed.

New York: McGraw-Hill, 1989. Chapter 1 has an excellent section on causation; Chapter 2 provides an alternative classification of the types of research.

Morgan, David L., and Richard A. Kruger, eds. *The Focus Group Kit*. Thousand Oaks, CA: Sage

Publishing, 1997. A six-volume set including an overview guidebook, planning, developing questions, moderating, involving community members, and analyzing results.

Selltiz, Claire, Lawrence S. Wrightsman, and Stuart M. Cook. *Research Methods in Social*

Relations. 3d ed. New York: Holt, Rinehart & Winston, 1976. Chapters 4 and 5 discuss various types of research designs.

Strauss, Anselm, and Juliet Corbin. *Basics of Qualitative Research* guide with particularly useful sections on coding procedures.

Chapter 7

Feagin, J. R. *A Case for the Case Study*. Chapel Hill: University of North Carolina Press, 1991.

This book discusses the nature, characteristics, and basic methodological issues of the case study as a research method.

- Kahle, Robert W. *Dominator, Cynics, and Wallflowers*. Ithaca, NY: Paramount Market Publishing Inc., 2006. This book offers not only insight into the types of problems that a moderator might experience, but also offers corrective actions the moderator might take.
- Langer, Judith. *The Mirrored Window: Focus Groups from a Moderator's Point of View*. Ithaca, NY: Paramount Market Publishing, 2001. This book is written from the perspective of the moderator and thus lets you get a perspective on focus groups you won't get elsewhere.
- Mariampolski, Hy. *Qualitative Market Research: A Comprehensive Guide*. Thousand Oaks, CA: Sage Publications, 2001. This is a wonderful overview of qualitative research techniques, providing extensive detail on many methodologies that are only mentioned elsewhere. A bibliography relating to the case study methodology can be found at <http://writing.colostate.edu/references/research/casestudy/pop2e.cfm>.

Chapter 8

- Bailey, Kenneth D. *Methods of Social Research*. 4th ed. New York: Free Press, 1994. Includes a thorough discussion of observational strategies.
- Bales, Robert F. *Personality and Interpersonal Behavior*. New York: Holt, Rinehart & Winston, 1970. From a pioneer in interaction process analysis, a model for structured observation, checklists, and coding schemes.
- Denzin, Norman K., and Yvonna S. Lincoln. *Handbook of Qualitative Research*. 2d ed. Thousand Oaks, CA: Sage Publications, 2000. Of particular interest are Part 3 on strategies of inquiry and Part 4 on methods of collecting and analyzing empirical materials.
- Hoyle, Rick H., Monica J. Harris, and Charles M. Judd. *Research Methods in Social Relations*. 7th ed. Belmont, CA: Wadsworth Publishing, 2001. Good overview of observational types and sampling plans.
- Webb, Eugene J., Donald T. Campbell, Richard D. Swartz, and Lee B. Sechrest. *Unobtrusive Measures*. Thousand Oaks, CA: Sage Publications, 1999. The revised edition of the classic source of information on all aspects of unobtrusive measures. Excellent examples and ideas for project planning.

Chapter 9

- Campbell, Donald T., and M. Jean Russo. *Social Experimentation*. Thousand Oaks, CA: Sage Publications, 1998. The evolution of the late Professor Campbell's thinking on validity control in experimental design.
- Campbell, Donald T., and Julian C. Stanley. *Experimental and Quasi-Experimental Designs for Research*. Chicago: Rand McNally, 1963. A universally quoted discussion of experimental designs in the social sciences.
- Cook, Thomas D., and Donald T. Campbell. "The Design and Conduct of Quasi-Experiments and True Experiments in Field Settings." In *Handbook of Industrial and Organizational Psychology*, 2d ed.
- Marvin D. Dunnette and Leaetta M. Hough. Palo Alto, CA: Consulting Psychologists Press, 1990. *Quasi-Experimentation: Design and Analysis Issues for Field Settings*. Chicago: Rand McNally, 1979. Major authoritative works on both true and quasi-experiments and their design. Already classic references.

- Edwards, Allen. *Experimental Design in Psychological Research* . 4th ed. New York: Holt, Rinehart & Winston, 1972. A complete treatment of experimental design with helpful illustrative examples.
- Green, Paul E., Donald S. Tull, and Gerald Albaum. *Research for Marketing Decisions*. 5th ed. Englewood Cliffs, NJ: Prentice Hall, 1988. A definitive text with sections on the application of experimentation to marketing research.
- Kirk, Roger E. *Experimental Design: Procedures for the Behavioral Sciences* . 3d ed. Belmont, CA: Brooks/Cole, 1994. An advanced text on the statistical aspects of experimental design.
- Krathwohl, David R. *Social and Behavioral Science Research: A New Framework for Conceptualizing, Implementing, and Evaluating Research Studies* . San Francisco: Jossey-Bass, 1985. Chapters 3, 4, and 5 present a convincing argument for reformulating internal and external validity into broader concepts. A conceptually refreshing approach.

Chapter 10

- Arksey, Hilary, and Peter T. Knight. *Interviewing for Social Scientists: An Introductory Resource with Examples* . Thousand Oaks, CA: Sage Publications, 1999. Covers design, improvisation, success rates, specialized contexts, and transforming findings into results.
- Dexter, Louis A. *Elite and Specialized Interviewing* . Evanston, IL: Northwestern University Press, 1970. Discusses the techniques and problems of interviewing “people in important or exposed positions.”
- Dillman, Don A. *Mail and Internet Surveys: The Tailored Design Method* . New York: Wiley, 1999. The Tailored Design Method, which expands on the Total Design Concept of Dillman’s classic work, takes advantage of computers, electronic mail, and the Internet to better our understanding of survey requirements.
- Dillman, Don A. *Mail and Telephone Surveys* . New York: Wiley, 1978. A classic on mail and telephone surveys.
- Fowler, Floyd J., Jr. *Survey Research Methods* . 2d ed. Thousand Oaks, CA: Sage Publications, 2001. An excellent overview of all aspects of the survey process.
- Groves, Robert M., et al. *Survey Nonresponse* . New York: Wiley, 2001. A compendium of up-to-date research in survey nonresponse.
- Groves, Robert M., et al. *Telephone Survey Methodology* . New York: Wiley, 2001. An important reference on telephone data collection techniques.
- Lavrakas, Paul J. *Telephone Survey Methods: Sampling, Selection, and Supervision* . 2d ed. Thousand Oaks, CA: Sage Publications, 1993. This specialized work takes an applied perspective of interest to students and managers. Chapters 3, 5, and 6 on supervision are particularly useful.
- Nesbary, Dale K. *Survey Research and the World Wide Web* . Needham Heights, MA: Allyn & Bacon, 2000. Screen shots from Windows and FrontPage, e-mail survey construction, and Internet orientation for survey research.

Chapter 11

- Cascio, Wayne F. *Applied Psychology in Personnel Management*. 4th ed. Englewood Cliffs, NJ: Prentice Hall, 1990.

- Cook, Thomas D., and Donald T. Campbell. "The Design and Conduct of Quasi Experiments and True Experiments in Field Settings." In *Handbook of Industrial and Organizational Psychology*, ed. Marvin D. Dunnette. Chicago: Rand McNally, 1976, Chap. 7.
- Embretson, Susan E., and Scott L. Hershberger. *The New Rules of Measurement*. Mahwah, NJ: Lawrence Erlbaum Associates, 1999. Bridges the gap between theoretical and practical measurement.
- Guilford, J. P. *Psychometric Methods*. 2d ed. New York: McGraw-Hill, 1954.
- Kelley, D. Lynn. *Measurement Made Accessible: A Research Approach Using Qualitative, Quantitative, and TQM Methods*. Thousand Oaks, CA: Sage Publications, 1999. Sections on bias, reliability, and validity are appropriate for this chapter.
- Kerlinger, Fred N., and Howard B. Lee. *Foundations of Behavioral Research*. 4th ed. New York: HBJ College & School Division, 1999.
- Newmark, Charles S. *Major Psychological Assessment Instruments*, 2d ed. Boston: Allyn and Bacon, 1996.
- Nunnally, J. C., and Ira Bernstein. *Psychometric Theory*. 3d ed. New York: McGraw-Hill, 1994.
- Thorndike, Robert M. *Measurement and Evaluation in Psychology and Education*. 6th ed. Upper Saddle River, NJ: Prentice Hall, 1996.

Chapter 12

- Aiken, Lewis. *Attitudes and Related Psychosocial Constructs: Theories, Assessment, and Research*. Thousand Oaks, CA: Sage Publications, 2002. An overview for those involved in measuring, evaluating, and attempting to modify attitudes, especially Chapters 2 and 3.
- Edwards, Allen L. *Techniques of Attitude Scale Construction*. New York: Irvington, 1979. Thorough discussion of basic unidimensional scaling techniques.
- Kerlinger, Fred N., and Howard B. Lee. *Foundations of Behavioral Research*. 4th ed. New York: HBJ College & School Division, 1999.
- Krebs, Dagmar, and Peter Schmidt, eds. *New Directions in Attitude Measurement*. Chicago: Walter De Gruyter, 1993.
- Miller, Delbert C. *Handbook of Research Design and Social Measurement*. 5th ed. Thousand Oaks, CA: Sage Publications, 1991. Presents a large number of existing sociometric scales and indexes as well as information on their characteristics, validity, and sources.
- Osgood, Charles E., George J. Suci, and Percy H. Tannenbaum. *The Measurement of Meaning*. Urbana: University of Illinois Press, 1957. The basic reference on SD scaling.

Chapter 13

- Converse, Jean M., and Stanley Presser. *Survey Questions: Handcrafting the Standardized Questionnaire*. Beverly Hills, CA: Sage Publications, 1986. A worthy successor to Stanley Payne's classic. Advice on how to write survey questions based on professional experience and the experimental literature.
- Dillman, Don A. *Mail and Internet Surveys: The Tailored Design Method*. New York: Wiley, 1999. A contemporary treatment of Dillman's classic work.

- Fink, Arlene, and Jaqueline Kosecoff. *How to Conduct Surveys: A Step-by-Step Guide* . Thousand Oaks, CA: Sage Publications, 1998. Emphasis on computer-assisted and interactive surveys and a good section on creating questions.
- Kahn, Robert L., and Charles F. Cannell. *The Dynamics of Interviewing*. New York: Wiley, 1957. Chapters 5 and 6 cover questionnaire design.
- Payne, Stanley L. *The Art of Asking Questions* . Princeton, NJ: Princeton University Press, 1951. An enjoyable book on the many problems encountered in developing useful survey questions. A classic resource.
- Sudman, Seymour, and Norman N. Bradburn. *Asking Questions: A Practical Guide to Questionnaire Design* . San Francisco: Jossey-Bass, 1982. This book covers the major issues in writing individual questions and constructing scales. The emphasis is on structured questions and interview schedules.

Chapter 14

- Deming, W. Edwards. *Sample Design in Business Research*. New York: Wiley, 1990. A classic by the late author, an authority on sampling.
- Kalton, Graham. *Introduction to Survey Sampling* . Beverly Hills, CA: Sage Publications, 1983. An overview with particular attention to survey applications.
- Kish, Leslie. *Survey Sampling* . New York: Wiley, 1995. A widely read reference on survey sampling, recently updated.
- Namias, Jean. *Handbook of Selected Sample Surveys in the Federal Government* . New York: St. John's University Press, 1969. A unique collection of illustrative uses of sampling for surveys carried out by various federal agencies. Of interest both for the sampling designs presented and for the information on the methodology used to develop various government statistical data.
- Yates, F. *Sampling Methods for Censuses and Surveys* . 4th ed. New York: Oxford University Press, 1987. A readable text with emphasis on sampling practices.

Chapter 15

- Aczel, Amir D., and Jayavel Sounderpandian. *Complete Business Statistics*. 5th ed. Burr Ridge: Irwin/McGraw-Hill, 2002. Chapter 1 on descriptive statistics and Chapter 4 on the normal distribution.
- Bux, William E., and Kenneth L. Gorman. *Data Entry Activities for Micro Computers* Cincinnati, OH: SouthWestern, 1995.
- Zeisel, Hans. *Say It with Figures*. 6th ed. New York: Harper & Row, 1985. The entire book is worth reading for its excellent discussion of numerical presentation.

Chapter 16

- Aczel, Amir D. *Complete Business Statistics* . 6th ed. New York: Irwin/McGraw-Hill, 2006. Thorough coverage of exploratory and confirmatory data analysis.

- Bigwood, Sally, and Melissa Spore. *Presenting Numbers, Tables, and Charts*. Oxford: Oxford University Press, 2003.
- DeMers, Michael. *Basics of Geographic Information Systems*. New York: Wiley, 2004. Methodical coverage of basic input requirements, data management, reporting concepts, and ample depth in explaining spatial analysis issues. Highly regarded by students for its readability.
- Hoaglin, David C., Frederick Mosteller, and John W. Tukey, eds. *Understanding Robust and Exploratory Data Analysis*. New York: Wiley, 2000. A complete and advanced treatment by influential writers in this field. Especially well-organized topical coverage.
- Pallant, Julie. *SPSS Survival Manual*. Maidenhead, England: Open University Press, 2004.
- Zeisel, Hans. *Say It with Figures*. 6th ed. New York: Harper & Row, 1985. The entire book is worth reading for its excellent discussion of numerical presentation.

Chapter 17

- Aczel, Amir D. *Complete Business Statistics*. 6th ed. New York: Irwin/McGraw-Hill, 2006. This excellent text is characterized by highly lucid explanations and numerous examples.
- Cohen, Jacob. *Statistical Power Analysis for the Behavioral Sciences*. Mahwah, NJ: Lawrence Erlbaum Associates, 1990. A key reference on conducting power analysis.
- DeFinetti, Bruno. *Probability, Induction, and Statistics*. New York: Wiley, 1972. A highly readable work on subjective probability and the Bayesian approach.
- Kanji, Gopal K. *100 Statistical Tests*, 3d ed., Thousand Oaks, CA: Sage Publications, 2006. Coverage of the most commonly used statistics that students will encounter.
- Kirk, Roger E. *Experimental Design: Procedures for the Behavioral Sciences*. 3d ed. Belmont, CA: Brooks/Cole, 1995. An advanced text on the statistical aspects of experimental design.
- Levine, David M., Timothy C. Krehbiel, and Mark L. Berenson. *Business Statistics: A First Course*, 4th ed. Upper Saddle River, NJ: Prentice Hall, 2005. For students or managers without recent statistical coursework, this text provides an excellent review.
- Siegel, Sidney, and N. J. Castellan Jr. *Nonparametric Statistics for the Behavioral Sciences*. 2d ed. New York: McGraw-Hill, 1988. The classic book on nonparametric statistics.
- Winer, B. J. *Statistical Principles in Experimental Design*. 2d ed. New York: McGraw-Hill, 1971. Another classic source. Thorough coverage of analysis of variance and experimental design.

Chapter 18

- Aczel, Amir D. *Complete Business Statistics*. 6th ed. New York: Irwin/McGraw-Hill, 2006. The chapter on simple regression/correlation has impeccable exposition and examples and is highly recommended.
- Agresti, Alan, and Barbara Finlay. *Statistical Methods for the Social Sciences*. 3d ed. Upper Saddle River, NJ: Prentice Hall, 1997. Very clear coverage of nonparametric measures of association.
- Chatterjee, Samprit, and Ali S. Hadi. *Regression Analysis by Example*, 4th ed. New York: Wiley-Interscience, 2006. Updated version of widely used examples textbook.

Cohen, Jacob, and Patricia Cohen. *Applied Multiple Regression/Correlation Analysis for the Behavioral Sciences*. 2d ed. Mahwah, NJ: Lawrence Erlbaum Associates, 1983. A classic reference work.

Kutner Michael H., Christopher J. Nachtsheim, John Neter, and William Li. *Applied Linear Statistical Models*. 5th ed. Burr Ridge, IL: Irwin, 2004. Chapters 1 through 5 provide an excellent introduction to regression and correlation analysis.

Siegel, S., and N. J. Castellan Jr. *Nonparametric Statistics for the Behavioral Sciences*. 2d ed. New York: McGraw-Hill, 1988.

Chapter 19

Campbell, Steve. *Statistics You Can't Trust*. Parker, CO: Think Twice Publishing, 2000. An enjoyable and entertaining approach to interpreting statistical charts and arguments.

Kosslyn, Stephen M. *Elements of Graph Design*. San Francisco: Freeman, 1993. Fundamentals of graph and chart construction.

Lesikar, Raymond V., Marie E. Flatley, and John D. Pettit. *Lesikar's Basic Business Communication*. 8th ed. Burr Ridge, IL: Irwin/McGraw-Hill, 1999. Practical guidance for writing and presenting reports.

Penrose, John M., Robert W. Rasberry, and Robert J. Myers. *Advanced Business Communication*. 3d ed. Cincinnati, OH: SouthWestern Publishing, 1997. A presentation of all aspects of business communications from organization through final writing and oral presentation.

Strunk, William, Jr., and E. B. White. *The Elements of Style*, New York: Macmillan, 1959. A classic on the problems of writing style.

Bigwood Sally, and Melissa Spore, *Presenting Numbers, Tables, and Charts*. Oxford: Oxford University Press, 2003. Great tips on tables and chart.

Tufte, Edward R. *The Visual Display of Quantitative Information*. New Haven, CT: Graphics Press, 1992. The book that started the revolution against gaudy infographics.

Tufte, Edward R. *Visual Explanations: Images and Quantities, Evidence and Narrative*. New Haven, CT: Graphics Press, 1997. Uses the principle of "the smallest effective difference" to display distinctions in data. Beautifully illustrated.

Chapter 20

Aristotle's *Rhetoric*, translated by Rhys Roberts. New York: Random House, 1954.

Atkinson, Cliff. *Beyond Bullet Points*. Redmond, WA: Microsoft Press, 2008.

Duarte, Nancy. *slide:ology: The Art and Science of Creating Great Presentations*. Sebastopol, CA: O'Reilly Media, 2008.

Gallo, Carmine. *The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience*. New York: McGraw-Hill, 2010.

Kosslyn, Stephen. *Clear and to the Point: 8 Principles for Compelling PowerPoint Presentation*. New York: Oxford Press, 2007.

Leech, Thomas. *How to Prepare, Stage, and Deliver Winning Presentations*. New York: AMACOM, 2004.

Reynolds, Garr. *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. Berkeley, CA: Pearson/New Riders, 2008.