



Graphs as a Managerial Tool: A Case Study of Du Pont s Use of Graphs, 1904-1949; February 1984 (Classic Reprint) (Paperback)

By Joanne Yates

Forgotten Books, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from Graphs as a Managerial Tool: A Case Study of Du Pont s Use of Graphs, 1904-1949; February 1984 Today graphs are an accepted feature of the managerial world. They appear in reports, memos, presentations to colleagues or clients, annual reports, sales brochures, and the pages of business magazines and newspapers. They are even part of the popular image of business; the executives pictured in cartoons frequently sit in front of large wall charts of sales or profits. Moreover, microcomputers with graphics software promise to make graphs even more common by making graphs in minutes that an art room would have taken hours to produce. As powerful tools for communicating, analyzing, and monitoring the massive amounts of data managers deal with daily, graphs are here to stay. Although we take them for granted now, graphs and charts appeared on the managerial scene relatively recently. They have served as managerial tools only since the very end of the nineteenth century and the beginning of the twentieth. As businesses grew and evolved structurally during those years, the managers who came to manage the enterprises...

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