Techniques of Visual Persuasion: Create powerful images that motivate Larry Jordan

Voices That Matter www.voicesthatmatter.com San Francisco, CA

Copyright © 2021 by Larry Jordan. All Rights Reserved.

Voices That Matter is an imprint of Pearson Education, Inc. To report errors, please send a note to errata@peachpit.com

Notice of Rights

This publication is protected by copyright, and permission should be obtained from the publisher prior to any prohibited reproduction, storage in a retrieval system, or transmission in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise. For information regarding permissions, request forms and the appropriate contacts within the Pearson Education Global Rights & Permissions department, please www.pearson.com/permissions

Notice of Liability

The information in this book is distributed on an "As Is" basis, without warranty. While every precaution has been taken in the preparation of the book, neither the author nor Peachpit shall have any liability to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the instructions contained in this book or by the computer software and hardware products described in it.

Trademarks

Unless otherwise indicated herein, any third party trademarks that may appear in this work are the property of their respective owners and any references to third party trademarks, logos or other trade dress are for demonstrative or descriptive purposes only. Such references are not intended to imply any sponsorship, endorsement, authorization, or promotion of Pearson Education, Inc., products by the owners of such marks, or any relationship between the owner and Pearson Education, Inc., or its affiliates, authors, licensees or distributors.

Alliance Editor: Laura Norman

Development Editor: Margaret S. Anderson

Technical Editor: Conrad Chavez

Senior Production Editor: Tracey Croom

Copy Editor: Kim Wimpsett
Compositor: Kim Scott, Bum

Compositor: Kim Scott, Bumpy Design

Proofreader: Becky Winter

Indexer: James Minkin

Cover Design: Chuti Prasertsith

Interior Design: Kim Scott, Bumpy Design

Section Opener Image Credits: Section 1: TessarTheTegu/Shutterstock,

Section 2: Mykola Mazuryk/123RF, Section 3: hxdyl/123RF

ISBN-13: 978-0-13-676679-7 ISBN-10: 0-13-676679-X

ScoutAutomatedPrintCode