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### **The Art Of Explanation Making**

The Art of Explanation is for businesspeople, educators, and influencers who want to improve their explanation skills and start solving explanation problems. These tools, tactics, and techniques will help you consistently inspire audiences to fall in love with your ideas, products, or services through better explanations in any medium.

### **The Art of Explanation: Making your Ideas, Products, and ...**

The Art of Explanation is for business people, educators and influencers who want to improve their explanation skills and start solving explanation problems. Author Lee LeFever is the founder of Common Craft, a company known

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## **The Art of Explanation: Making your Ideas, Products, and ...**

The Art of Explanation is built on my years of experience in creating explanations for organizations and educators. My company, Common Craft, is known around the world for making complex ideas easy to understand in the the form of short videos. Through projects with companies such as Google, LEGO, Intel, and Ford Motor ...

## **Preface - The Art of Explanation: Making your Ideas ...**

The Art of Explanation, Enhanced

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## **The Art Of Explanation I Introduction**

Lee LeFever is the co-founder of

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Common Craft and author of The Art of Explanation. Since 2007, Common Craft has won numerous awards, created explanations for the world's most respected brands and created explainer videos that have earned over 50 million online video views.

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Your product or service works beautifully - but something is missing. People just don't see the big idea - and it's keeping you from being successful. Your idea has an explanation problem. The Art of Explanation is for business people, educators, and influencers who want to improve their explanation skills and start solving explanation problems. Author Lee LeFever is the founder of Common Craft, a company known around the world for making complex ideas easy to understand through short ...

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## **Book Review: The Art of Explanation – The Digital Plan**

The Art of Explanation is a very approachable "how to" guide for creating explanations. I thought it was wonderfully clear and well-organized. LeFever has a knack for simplifying concepts without dumbing them down too much. In terms of criticism, parts of the book come off as a transparent commercial for the Common Craft video production company.

### **Amazon.com: Customer reviews: The Art of Explanation ...**

The must-read summary of Lee Lefever's book: "The Art of Explanation: Making Your Ideas, Products and Services Easier to Understand". This complete summary of the ideas from Lee Lefever's book "The Art of Explanation" shows that the key to successfully selling products and services is ensuring that they are easy to understand for customers.



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## **Author Note - The Art of Explanation: Making your Ideas ...**

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## **The Art of explanation : making your ideas, products, and ...**

Explanation - being able to make the facts more clearly understood - is an art form which is well worth mastering. If you can enhance your explanation skills, you'll be able to persuade more people to move in the direction you want them to head.

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