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Sommario/riassunto	Graphs have become a fixture of everyday life, used in scientific and business publications, in magazines and newspapers, on television, on billboards, and even on cereal boxes. Nonetheless, surprisingly few graphs communicate effectively, and most graphs fail because they do

not take into account the goals, needs, and abilities of the viewers. In raph Design for Eye and Mind, Stephen Kosslyn addresses these problems by presenting eight psychological principles for constructing effective graphs. Each principle is solidly rooted both in the scientific literature on how we perceive and comprehen