

## The Art Of Explanation Making Your Ideas Products And Services Easier To Understand Author Lee Lefever Published On November 2012

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The Art of Explanation: Making Your Ideas, Products and Services Easier to Understand by Lee LeFever was chosen by Soundview Executive Book Summaries as one of the Top 30 Business Books of 2013. THE SOUNDVIEW REVIEW : It doesn ' t matter how wonderful a product you ' ve created, if you can ' t simply explain it to someone, there is little chance it will ever be purchased.

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The Art of Explanation. About Lee LeFever. Lee LeFever is the founder of Common Craft, a company known around the world for making complex ideas easy to understand in the form of video explanations. Through multiple awards, tens of millions of online views and work with brands like LEGO, Google and Ford Motors, Lee and his wife Sachi have built ...

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**Chapter 9: Description - The Art of Explanation: Making**  
The Art of Explanation - Making your ideas, products, and services easier to understand. " Lucy, you ' ve got some ' splainin to do! " . It ' s one of the most famous lines from one of the most famous television shows in history (in case you don ' t know, Ricky says it, and often, to Lucy on the classic, I Love Lucy .)

**The Art of Explanation - Making your ideas, products, and**  
Everybody is an artist. According to the word ' s most basic definition, an artist is simply a person who creates art. Art is subjective - e.g. " beauty is in the eye of the beholder " - and ...

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**Art of Explanation - Making Your Ideas, Products, and**  
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.

**The Art of Explanation: Making Your Ideas, Products, and**  
The Art of Explanation: Making Your Ideas, Products, and Services Easier to Understand. Author: Lee LeFever. Narrator: Tim Andres Pabon. Unabridged. 7 hr 18 min Format: Digital Audiobook Publisher: Gildan Audio. Published: 07/01/2014 Genre: Business & Economics - Business Communication - Meetings & Presentations

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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.