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(BOTN) Solving
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Published on Apr 17,
2008 In his book, The
Back Of The Napkin,
author Dan Roam

asserts that that
everyone is born with a
talent for visual
thinking, but that we
especially in the
business world ...

The Back Of The

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Napkin by Dan Roam

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The back of a napkin is already associated with

Aha moments and

inspiration. Its

informality helps

combat people's

instincts towards

worrying about whether

they can draw, have the

“perfect” solution to the

question, and other

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if we were to use
something more formal.

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A back-of-the-envelope calculation is a rough calculation, typically jotted down on any

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available scrap of paper such as an envelope. It is more than a guess but less than an accurate calculation or mathematical proof. The defining characteristic of back-of-the-envelope calculations is the use of simplified assumptions. A similar phrase in the U.S. is "back of a napkin", also used in the business world to

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describe sketching out a quick, rough idea of a business or product. In British English, a

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In most cases, a back-of-

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The-napkin idea is a spur of the moment flash of inspiration that may be triggered by a conversation that is taking place, or by something that is happening in the immediate area. Ideas of this type are usually rudimentary in nature, and form the basis for a detailed approach at a later date.

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The Solving

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Back Of The Napkin:
Solving Problems And
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Published June 1st 2009
by Marshall Cavendish
Corporation. Hardcover,
278 pages.

Editions of The Back of
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Dan Roam, the
bestselling author of

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