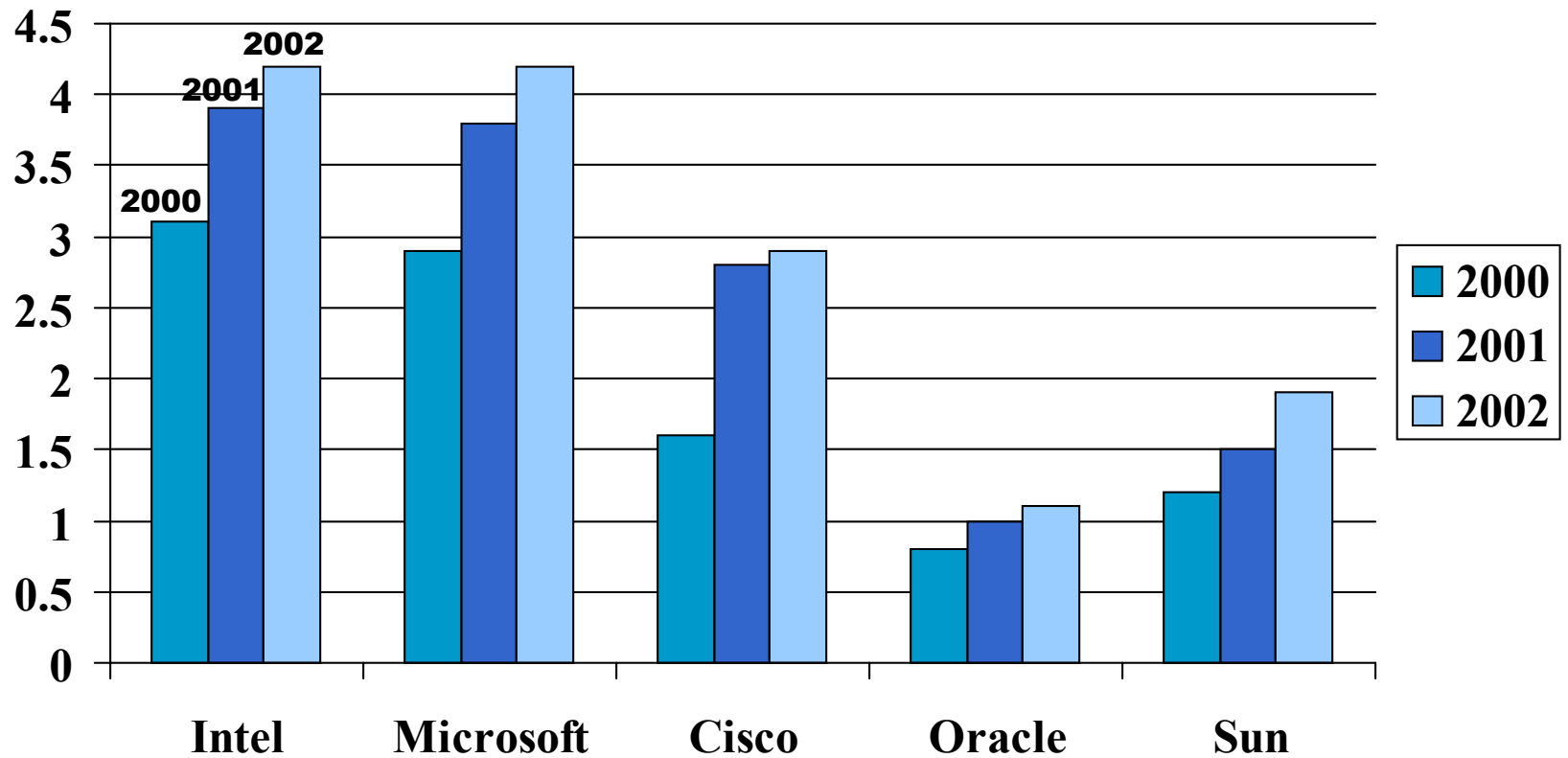


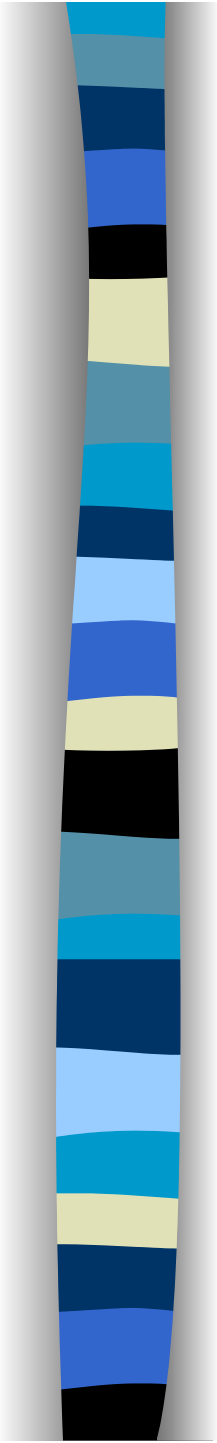
Using a bar graph can be an excellent way to make comparisons among magnitudes.

The following slide shows a typical bar graph.

Research and Development Spending on the Increase

Percentage of Net Profits Spend on R&D





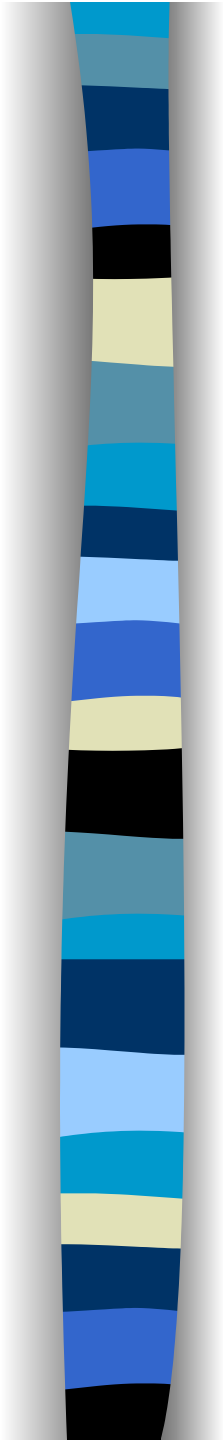
The next slide shows a list of numbers (magnitudes). It is relatively simple and clear, but note how much mental effort is required to read the numbers and “grasp” the relationships among them.



Ford Lags the Industry in Quality

<i>Auto Maker</i>	<i>Problems Per 100 Vehicles</i>
Toyota	115
Honda	133
Nissan	145
General Motors	146
Daimler-Chrysler	154
Volkswagen	159
Ford Motor Co.	162

The same information is presented in a bar graph on the next slide. Note how much more quickly and easily the magnitudes can be grasped.



Ford Lags the Industry in Quality

Number of Problems Per 100 Vehicles in First 90 Days of Ownership

