

News Release

New DVD Seminars on Technical Analysis and Financial Proofreading

(Santa Monica, CA – July 15, 2013) **LaPuerta Books and Media** announces a new series of DVD training seminars, **Pitfalls of Business Reporting**. Two video titles just released are *Technical Analysis Basics* (1-hour running time) and *Financial Proofreading* (half hour). A third title has been available for some time, *How to Lie with Charts*, a seminar based on the popular business-presentation book with the same title. The presenter is its author, **Gerald Everett Jones**.

LaPuerta marketing director David Drum explains, “Both of these new seminars are tailored to businesspeople who have to deal with financial data but who don’t need or want to be immersed highly technical explanations. For example, the goal of the Financial Proofreading seminar is learning how to make your financial reports look both professional and classy by avoiding sometimes subtle mistakes. Of course, diligent proofing in itself won’t make a killer impression. But failing to proof for both accuracy and consistency could have woeful results.”

In the proofing seminar, Jones brings the point home with a simple formula: “Inconsistency equals perceived sloppiness and lack of thoroughness – and therefore – mistrust of your results!”

Jones goes on to explain, “In a brief half-hour session, I try to provide a comprehensive survey of variations in professional style rules and how to enforce consistency, along with guidelines for footnotes, punctuation, spelling, appearance, and proofing methods. I even offer tips for composing business email.”

The *Pitfalls of Business Reporting* series is built around Jones’s classic book *How to Lie with Charts*, which is about clarity and honesty in visual reporting. It was first published by Sybex in 1995 and has been a consistently strong seller ever since. It’s been accepted as the definitive work on the topic and has been adopted as courseware by college-level academic institutions. Adoptions include courses in statistics, visualization of mathematics, and business management.

Each of the three DVD seminars is on sale through **Amazon** for \$89.95 retail. In addition, a downloadable streaming version of the *How to Lie with Charts* seminar is also available for rental or download from Amazon Video on Demand (VOD). The revised and updated Second Edition of the book sells separately as a LaPuerta trade paperback for \$23.99 or as an Adobe PDF ebook, which is available at the Diesel eBook Store for \$11.45.

LaPuerta Books and Media is an imprint of **La Puerta Productions**, Santa Monica, California. The LaPuerta name and its logo, an open door, symbolize unlimited access to knowledge, opportunity, innovation, fascination, and delight. The company specializes in developing and publishing on-demand digital media.

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