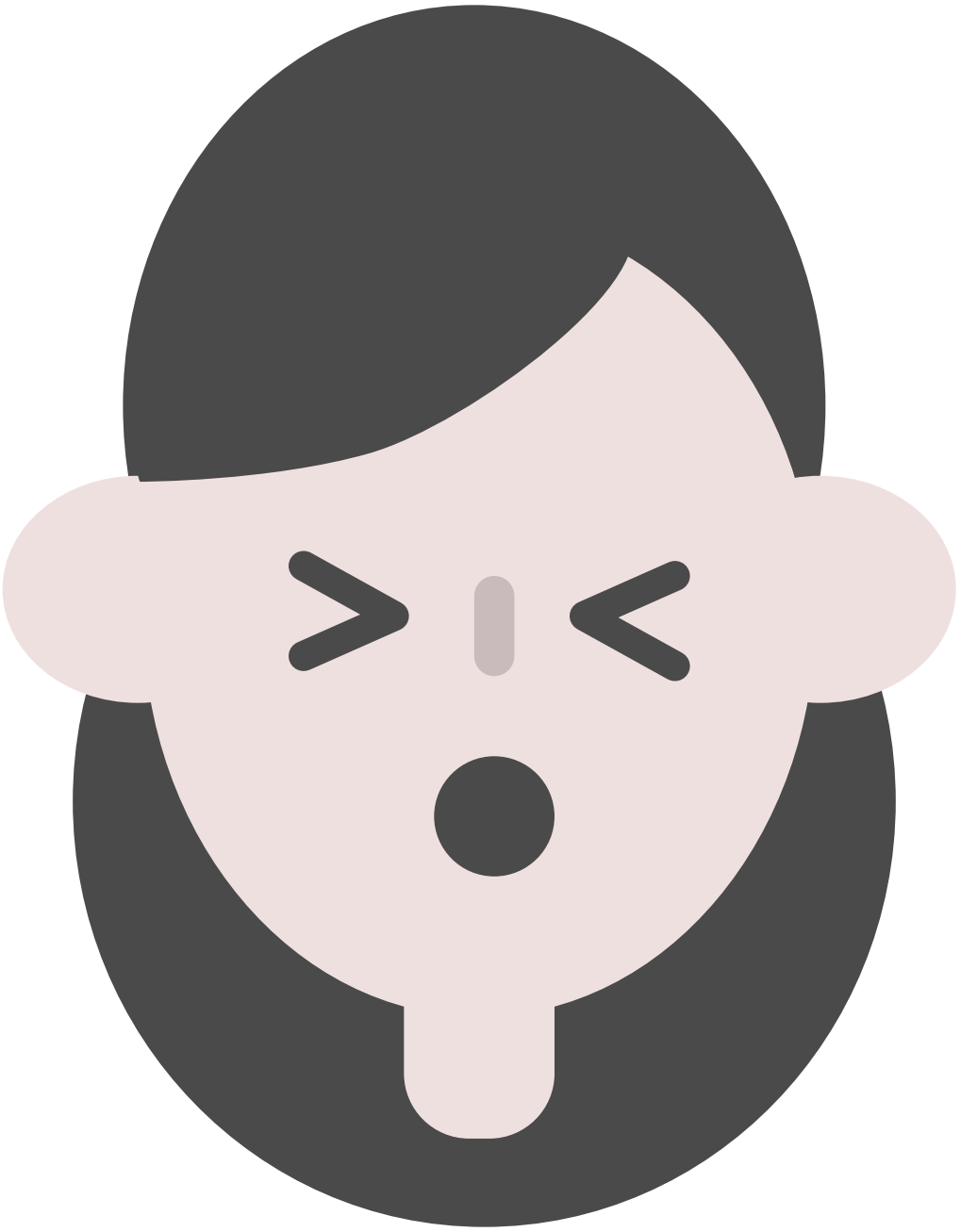
does not

work!

Eagerness



SHORT-SIGHTED Syndrome

INNOVATION Dilemma

EGOCENTRIC Bias

SHORT-SIGHTED Syndrome

1. SHORT-SIGHTED Syndrome

Focus is OK for assemble line works,

but dangerous for designers.