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100 Things Every Designer Needs

Susan is the founder of the Weinschenk Institute, LLC. She is a speaker and teacher, and has written several books, including How To Get People To Do Stuff, 100 Things Every Presenter Needs To Know About People, 100 Things Every Designer Needs to Know About People, and Neuro Web Design: What makes them click?

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100 Things Every Designer Needs to Know About People

100 Things Every Designer Needs to Know About People Susan Weinschenk, Ph.D. New Riders 1249 Eighth Street Berkeley, CA 94710 510/524-2178 510/524-2221 (fax) Find us on the Web at: www.newriders.com To report errors, please send a note to errata@peachpit.com New Riders is an imprint of Peachpit, a division of Pearson Education.

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