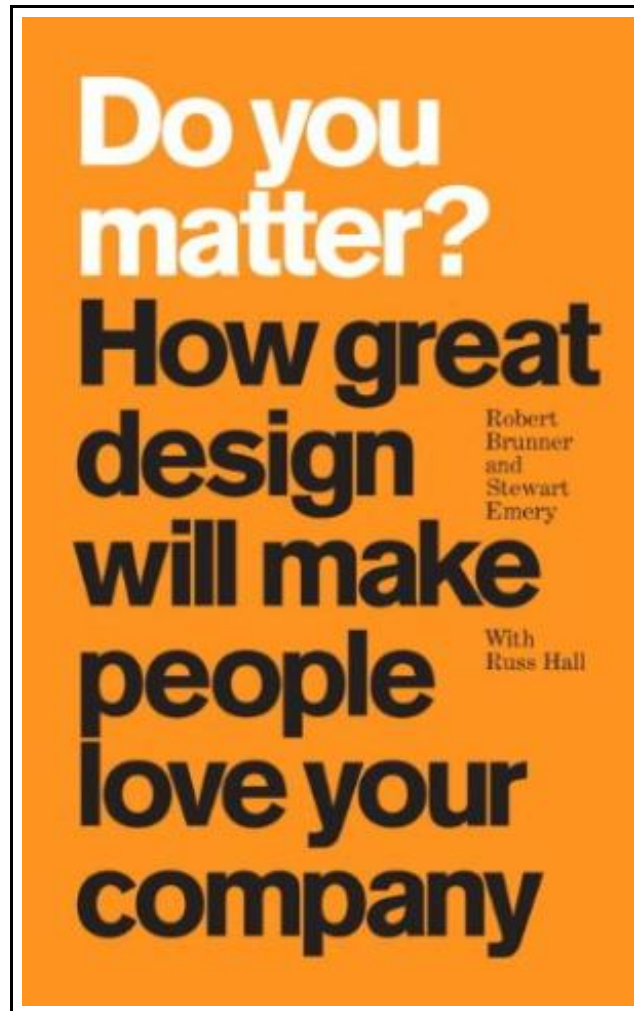


Do You Matter?: How Great Design Will Make People Love Your Company



Filesize: 4 MB

Reviews

This type of publication is every thing and helped me seeking ahead and much more. It usually fails to charge too much. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Juliet Mertz)

DO YOU MATTER?: HOW GREAT DESIGN WILL MAKE PEOPLE LOVE YOUR COMPANY



Pearson Education (US), United States, 2010. Paperback. Book Condition: New. 221 x 140 mm. Language: English . Brand New Book. Definitely, a game changer! Design experience is the power shift to our era what mass marketing was to the last century. John Sculley former CEO, Pepsi and Apple Great design is about creating a deep relationship with your customers. If you don t, you re roadkill. This book shows you how and much, much more. Be prepared to have your mind blown. Bill Burnett Executive Director, Design Program, Stanford University Design is the last great differentiator, and yet so few really understand it. Do You Matter? offers a marvelous series of direct, in-your-face observations and drives home the means to an absolutely integrated design strategy. Ray Riley Design GM, Entertainment and Devices, Microsoft This book will challenge you to ask and answer what arguably are the most important questions an executive can ponder today. So open up. Noah Kerner CEO, Noise and coauthor, Chasing Cool More and more companies are coming to understand the competitive advantage offered by outstanding design. With this, you can create products, services, and experiences that truly matter to your customers lives and thereby drive powerful, sustainable improvements in business performance. But delivering great designs is not easy. Many companies accomplish it once, or twice; few do it consistently. The secret: building a truly design-driven business, in which design is central to everything you do. Do You Matter? shows how to do precisely that. Legendary industrial designer Robert Brunner (who laid the groundwork for Apple s brilliant design language) and Stewart Emery (Success Built to Last) begin by making an incontrovertible case for the power of design in making emotional connections, deepening relationships, and strengthening brands. You ll learn what it really means to be design-driven...



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Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Carol Koeller (illustrator). 221 x 147 mm. Language: English . Brand New Book. This is volume three, Reading Level 1, in a comprehensive program...

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