



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

By Robert Brunner, Stewart Emery, Russ Hall

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,...



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