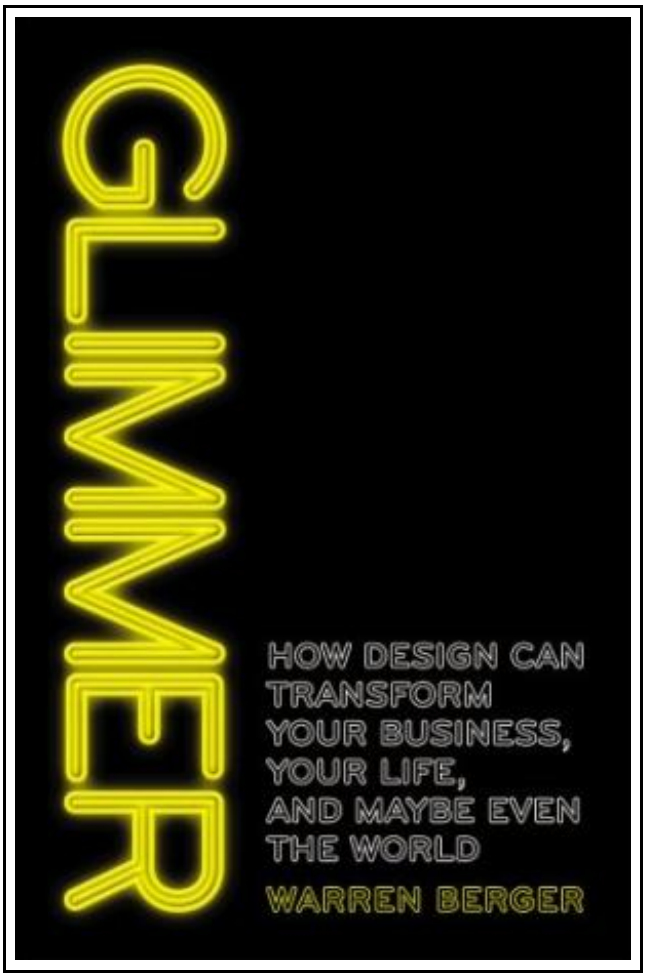
Glimmer: How Design Can Transform Your Business, Your Life, and Maybe Even the World



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Cornerstone. Paperback. Book Condition: new. BRAND NEW, Glimmer: How Design Can Transform Your Business, Your Life, and Maybe Even the World, Warren Berger, Can great design transform people's lives? And can we all learn from the way great designers think? For a new generation of designers, such as Bruce Mau and Yves Behar, the answer to both questions is an unequivocal 'Yes'. To them, design is more than just a question of fashion or taste; it's a way of asking fundamental questions in order to solve complex problems. In "Glimmer", award-winning journalist Warren Berger shows how these visionary thinkers are taking design principles out of the studio and applying them to the tough issues of today, from making medicines safer to counteracting the threats of global warming. By approaching seemingly intractable problems with simple thought-processes that often seem counter-intuitive - 'ask stupid questions', 'embrace constraint' - designers are creating 'glimmer moments', when a life-changing ideas crystallise in the mind, and coming up with breathtakingly innovative solutions.

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