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Autore	Edson John <1966->
Titolo	Design like Apple : Seven principles for creating insanely great products, services, and experiences // John Edson
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Disciplina	658.5/752
Soggetti	Product design Customer services Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Design Like Apple; Contents; Introduction; Design Makes All the Difference; The Siren Song of Technology; Beauty; Ingenuity; Charisma; Summary; The Building Blocks; Design Like Apple Agenda; Design the Organization; Taste; Talent; Culture; Summary; The Building Blocks; Design Like Apple Agenda; The Product Is the Marketing; Quality; Repetition; Summary; The Building Blocks; Design Like Apple Agenda; Design Is Systems Thinking; System Design; Creating Experiences; Perpetual Platforms; Summary; The Building Blocks; Design Like Apple Agenda; Design Out Loud; Let's Get Physical Prototype and the ObjectPrototype and the Workspace; Crowdsourced Prototyping; Near-Life Experiences; Summary; The Building Blocks; Design Like Apple Agenda; Design Is for People; A Human Centered Ethos: Empathy; Design Research; Design for Someone, But Not for Everyone; Summary; The Building Blocks; Design Like Apple Agenda; Design with Conviction; Simply Beautiful; Create Your Own Voice; Conviction; Summary; The Building Blocks; Design Like Apple Agenda; Design Like Apple; Notes; Index
Sommario/riassunto	Implement the same principles that shaped Apple's approach to design

Apple sees design as a tool for creating beautiful experiences that convey a point of view down to the smallest detail--ifrom the tactile feedback of keyboard to the out-of-the-box experience of an iPhone package. And all of these capabilities are founded in a deep and rich embrace of what it means to be a designer. Design Like Apple uncovers the lessons from Apple's unique approach to product creation, manufacturing, delivery, and customer experience. Offers behind-the-scenes stories fr

2. Record Nr.	UNICAMPANIAVAN0119287
Autore	De Bonfils, Giovanni
Titolo	Ammiano Marcellino e l'imperatore / Giovanni de Bonfils
Pubbl/distr/stampa	Bari, : Laterza, 1986
Descrizione fisica	205 p. ; 24 cm
Soggetti	Impero romano
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
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