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Titolo	Better make it real [[electronic resource]] : creating authenticity in an increasingly fake world / / Jill J. Morin
Pubbl/distr/stampa	Santa Barbara, Calif., : Praeger, c2010
ISBN	1-282-52434-8 9786612524349 0-313-37681-6
Descrizione fisica	1 online resource (196 p.)
Disciplina	658.4/013
Soggetti	Communication in design Authenticity (Philosophy) Perception Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Authenticity -- Experience matters -- What is total experience design? -- Go big or don't bother -- Discover : where are you today? -- Dream : where do you want to go tomorrow? -- Define : getting from here to there -- Design : making choices to close the gaps -- Deliver : the finish and the starting line.
Sommario/riassunto	A comprehensive study of the power of differentiation as a key component of any business model, this book includes a step-by-step process to help leaders discover, achieve, express, and sustain their own authentic position.