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Sommario/riassunto	What makes the Apple iPhone cool? Bang & Olufsen and Samsung's televisions beautiful? Any of a wide variety of products and services special? The answer is not simply functionality or technology, for competitors' products are often as good. The Soul of Design explores the uncanny power of some products to grab and hold attention-to create desire. To understand what sets a product apart in this way, authors Lee Devin and Robert Austin push past personal taste and individual response to adopt a more conceptual approach. They carefully explore the hypothe