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Sommario/riassunto	John Heskett wants to transform the way we think about design by showing how integral it is to our daily lives, from the spoon we use to eat our breakfast cereal, the car we drive to work in, to the medical equipment used to save lives. This concise guide to contemporary design also goes beyond style and taste to look at how different cultures and individuals personalise objects. - ;'This is a book that has needed to be written for years.' Victor Margolin, Editor, Design Issues John Heskett wants to transform the way we think about design by showing how integral it is to our daily lives, from