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	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