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Autore	Edson John <1966->
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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
