

# Design Is How It Works



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著者:Jay Greene

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"It's not just what it looks like and feels like. Design is how it works."-Steve Jobs

There's a new race in business to embrace "design thinking." Yet most executives have no clue what to make of the recent buzz about design. It's rarely the subject of business retreats. It's not easily measurable. To many, design is simply a crapshoot.

Drawing on interviews with top executives such as Virgin's Richard Branson and Nike's Mark Parker, Jay Greene illuminates the methods of companies that rely on design to stand out in their industries. From the experiences of those at companies from Porsche to REI to Lego, we learn that design isn't merely about style and form. The heart of design is rethinking the way products and services work for customers in real life. Greene explains how:

- Porsche pit its designers against each other to create its bestselling Cayenne SUV
- Clif listened intently to customers, resulting in the industry-changing Luna energy bar
- OXO paid meticulous attention to the details, turned its LiquiSeal mug from an abysmal failure into one of its greatest successes
- LEGO started saying no to its designers-saving its brick business in the process

Greene shows how important it is to build a culture in which design is more than an after-the-fact concern-it's part of your company's DNA. Design matters at every stage of the process. It isn't easy, and it increases costs, but it also boosts profits, sometimes to a massive extent. In an increasingly competitive marketplace, design represents the best chance you have of transcending your competitors.

作者介绍:

杰伊·格林

曾为《西雅图时报》、《橘郡纪事报》撰稿，他从2000年到2009年担任《商业周刊》西雅图分社社长，负责该杂志在太平洋西北部的报道。在《商业周刊》撰写有关技术的文章时，杰伊·格林关注到设计领域，认为它可以作为21世纪新兴的重要商业策略之一，并指出在日益商业化的全球趋势下，设计是使企业更容易与竞争对手区分开来的一种方式。他于2011年以资深作家身份加入CNET。

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标签

Design

设计

产品设计

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艺术设计

心理学

## 评论

想别人所想，故事讲的非常引人入胜又不会太罗嗦。道理也很明晰consistent。-btw这是一本讲商业的书，不是social interaction方面的“想人之所想”。。。。

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nngz,被骗了，这种故事书就是水货，无干货，对商业故事尤其无力欣赏

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读了这本书,才算了解啥是设计

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END:<http://library.nu/docs/FRSQ6VBG5X/Design%20Is%20How%20It%20Works%3A%20How%20the%20Smartest%20Companies%20Turn%20Products%20into%20Icons>

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## 书评

很显然，乐高积木的那一块不是设计的好处，而是讲过度设计的坏处，就像上世纪五六十年代美国的汽车热，凯迪拉克等公司设计出各种千奇百怪的奇葩汽车。显然设计并不是把章子怡设计成范冰冰的形状，也不是仅仅改变王宝强的发型。设计要把一个人的皮肤保养好，气质训练好， ...

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书本意在让读者坚信设计的力量，书中没有明明白白的说明什么是设计，如何去设计，但举了很多例子去说明这个因果关系。目的就是让读者建立起这一信念，文中有不少例子可以看看，包括维珍航空、nike的例子，可以阅读到从产品/公司的起源到发展概要过程，并且也是基于产品设计作为...

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p68 《积木杂志》（Brick Journal）；“更乐高”（LEGO and More LEGO）广播；“积木兄弟”（The Brothers Brick）博客 p128  
以及后面好些页面，艾斯酒店（ACE Hotel）的房间布置很是让我惊艳！ -  
[http://www.shift.jp.org/ja/archives/2007/09/11/ACE\\_SEA\\_STANDARD\\_ROOM3.jpg...](http://www.shift.jp.org/ja/archives/2007/09/11/ACE_SEA_STANDARD_ROOM3.jpg...)

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