Design: A Very Short Introduction
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Design: A Very Short Introduction transforms the way we think about design. How does design affect our everyday activities? Do we appreciate its place in our daily lives? Simple objects, such as a spoon, can have their design modified to meet the needs of specific cultural behaviour. Different cultures and individuals personalize objects. Good design combines ‘need’ and ‘desire’ in the form of a practical object that reflects the user's identity and aspirations. How do major companies such as Nokia, Ford, and Sony approach design? How can design humanize new technology?