



Glimmer: How Design Can Transform Your Business, Your Life, and Maybe Even the World

By Warren Berger

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How can design improve our lives? Answers abound in Glimmer. In the cutting-edge studios of Canadian design phenomenon Bruce Mau and other visionary designers, everything is ripe for reinvention — including how businesses function, children learn and communities thrive. Warren Berger, with the full cooperation of Mau, tallies and explores the deceptively simple principles that steer design's vanguard — "ask stupid questions," "begin anywhere" and "make hope visible" — and illustrates how these and other such principles can provide the means for finding hope i Glimmer: How Design Can Transform Your Life, and Maybe Even the World. Warren Berger. ISBN: 1594202338. 12 study materials. Get started today for free. All Documents from Glimmer: How Design Can Transform Your Life, and Maybe Even the World. For business in today's volatile marketplace, the ability to question and rethink basic fundamentals — "What business are we really in? What do today's consumers actually need or expect from us?" — has never been more important. Care. It's easy for companies to say they care about customer needs. But to really empathize, you have to be willing to do what many of the best designers do: step out of the corporate bubble and actually immerse yourself in the daily lives of people you're trying to serve. Warren Berger is the author of GLIMMER: How design can transform, business, your life, and maybe even the world (Penguin Press). He edits the online magazine GlimmerSite.com.