

The Design Of Future Things - Don Norman

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In The Design of Future Things, best-selling author Donald A. Norman presents a revealing examination of smart technology, from smooth-talking GPS units to cantankerous refrigerators. Exploring the links between design and human psychology, he offers a consumer-oriented theory of natural human-machine interaction that can be put into practice by the engineers and industrial designers of tomorrows thinking machines. A fascinating look at the perils and promise of the intelligent objects of the future, The Design of Future Things is a must-read for anyone interested in the dawn of a new era in technology. Author: Norman, Don Publisher: Basic Books Illustration: N Language: ENG Title: The Design of Future Things Pages: 00240 (Encrypted EPUB) / 00240 (Encrypted PDF) On Sale: 2009-05-12 SKU-13/ISBN: 9780465002283 Category: Psychology : Industrial & Organizational Psychology Category: Business & Economics : Quality Control

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