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# Make Design Matter (A Little Red Book About How To)



## Synopsis

"This little red book presents a pocket guide to meaningful design. Seven stepping stones that inspire you to cross the stream of change, and get you to the other side, firm and dry . . . "

• Brent Richards, creative chef and architect  
Make Design Matter is an accessible book about a complex subject. It proposes strategic design guidelines based on holistic concepts. The guidelines facilitate convergence across different fields, inspiring designers and laypersons, companies and institutions, teachers and students of design to envision and apply more meaningful solutions. This book will help you to design better . . . and to make design matter!  
David Carlson is an influential facilitator, cross-pollinator, and design thought leader. Internationally sought after as a speaker at conferences, seminars, schools, and corporate events, David tells stories in an informed and inspiring manner about his holistic approach at the intersection of design, culture, and business. David is the founder of The David Report, the Designboost conference series, Carlson Ahnell, and David Design. His social life reflects his cross-pollinating mindcast: president of a nature conservation organization; guitar player in bands since the early '80s, most recently with the band Miller Moon; and last but not least, a deeply dedicated gardener, more specifically, of old roses with unmatched aromas.

## Book Information

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## Customer Reviews

Carlson's book is a snapping great book! It definitely opens your eyes to the transitional elements of

design into our society and how it has impacted our way of seeing design as an important aspect to life. The only lacking component to the book is the author's critical analysis on the ideas and examples that he proposes. If that was his intention, he still did a great job in making his book completely engaging. The way in which Carlson formulated the book made the reading process entirely interactive, fun, and easier to read, compared to a formless novel densely packed with words. Definitely a great book to read while sitting and sipping on a cup of tea or coffee.

Great graphic design for this book that shows yet that design is not only a question of style. Here are lots of ideas and stories about creative process. How to make the world better. Very inspiring.

Everything ok, excellent quality, arrive on time and a good price!

Not too much info, lots of interesting visuals - a good read!

The book was awesome! Interesting stories etc.

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