

# <u>Design A Very Short Introduction Design A Very Short Introduction</u>

Manfred B. Steger, Ravi K. Roy

## **Design A Very Short Introduction Design A Very Short Introduction:**

*Design: A Very Short Introduction* John Heskett,2005-06-23 This book will transform the way you think about design by showing how integral it is to our daily lives from the spoon we use to eat our breakfast cereal to the medical equipment used to save lives John Heskett goes beyond style and taste to look at how different cultures and individuals personalise objects

Design John Heskett, 2005-06-23 John Heskett wants to transform the way we think about design by showing how integral it is to our daily lives from the spoon we use to eat our breakfast cereal and the car we drive to work in to the medical equipment used to save lives Design combines need and desire in the form of a practical object that can also reflect the user s identity and aspirations through its form and decoration This concise guide to contemporary design goes beyond style and taste to look at how different cultures and individuals personalize objects Heskett also reveals how simple objects such as a toothpick can have their design modified to suit the specific cultural behaviour in different countries There are also fascinating insights into how major companies such as Nokia Ford and Sony approach design Finally the author gives us an exciting vision of what design can offer us in the future showing in particular how it can humanize new technology ABOUT THE SERIES The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area These pocket sized books are the perfect way to get ahead in a new subject quickly Our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable Design: **A Very Short Introduction** John Heskett, 2005 This book will transform the way you think about design by showing how integral it is to our daily lives from the spoon we use to eat our breakfast cereal to the medical equipment used to save lives John Heskett goes beyond style and taste to look at how different cultures and individuals personalise objects **Projects: A Very Short Introduction** Andrew Davies, 2017-10-19 What is a project How are projects organized to deal with a complex rapidly changing and uncertain world Why are projects the organization of the future A project is a temporary organization and one time process established to achieve a desired outcome Projects range in size from small teams to large international joint ventures and temporary coalitions of public and private organizations What distinguishes projects from all other organizational activities such as mass produced products and services is that a project is finite in duration lasting from hours days or weeks to years and in some cases decades Each project is disposable It brings together people and resources to accomplish a goal and when the goal is accomplished the organization disappears When projects are complex unpredictable and changing their plans have to be flexible and able to adjust to situations that cannot foreseen at the outset In this Very Short Introduction Andrew Davies looks at how projects have developed since the industrial revolution to create the human built world in which we live work and play Considering some of our greatest endeavours such as the Erie Canal Apollo Moon landing Japanese product development and Chinese ecocity projects Davies identifies how projects are organized and managed to design and produce large and complex systems cope with fast changing conditions and deal with the immense

uncertainties required to create breakthrough innovations in products and services He concludes by considering how projects could be organized to address the challenges facing the post industrial society of the 21st century ABOUT THE SERIES The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area These pocket sized books are the perfect way to get ahead in a new subject quickly Our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable Italy: A Very Short Introduction Anna Cento Bull, 2016-10-20 The history of modern Italy is characterized by recurrent cultural and political projects of modernity rejuvenation and regeneration projects which often had their roots in a widespread dissatisfaction with social and political reality and perceived moral corruption. The Risorgimento the movement leading to Italian Unification in 1861 explicitly linked the quest for national unity to a process of moral regeneration and progress Later forms of nationalism and the rise of fascism in the first two decades of the twentieth century advocated a spiritual revolution and the moulding of new Italians through war and violence The tragic outcome of Italian fascism led to the emergence of new visions of progress during the post war First Republic in which European integration was embraced with conviction In the last 25 years a project of of modernization epitomized by Silvio Berlusconi has characterized Italian politics invoking a mixture of nationalist themes and an uncritical embracing of consumer and media culture In this Very Short Introduction Anna Cento Bull addresses the question of what modernity means to Italy and asks what modern Italy stands for She considers Italy s political system and style of government and looks at its economic modernisation and issues with emigration internal migration and immigration Bull concludes by looking at the Italian culture and lifestyle including modern art and architecture cinema literature gastronomy fashion and sport ABOUT THE SERIES The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area These pocket sized books are the perfect way to get ahead in a new subject quickly Our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable The Roman Empire: A Very Short <u>Introduction</u> Christopher Kelly, 2006-08-24 The Roman Empire was a remarkable achievement With a population of sixty million people it encircled the Mediterranean and stretched from northern England to North Africa and Syria This Very Short Introduction covers the history of the empire at its height looking at its people religions and social structures It explains how it deployed violence romanisation and tactical power to develop an astonishingly uniform culture from Rome to its furthest outreaches Neoliberalism: A Very Short Introduction Manfred B. Steger, Ravi K. Roy, 2010-01-21 Anchored in the principles of the free market economics neoliberalism has been associated with such different political leaders as Ronald Reagan Margaret Thatcher Bill Clinton Tony Blair Augusto Pinochet and Junichiro Koizumi In its heyday during the late 1990s neoliberalism emerged as the world's dominant economic paradigm stretching from the Anglo American heartlands of capitalism to the former communist bloc all the way to the developing regions of the global South At the dawn of the new

century however neoliberalism has been discredited as the global economy built on its principles has been shaken to its core by a financial calamity not seen since the dark years of the 1930s So is neoliberalism doomed or will it regain its former glory Will reform minded G 20 leaders embark on a genuine new course or try to claw their way back to the neoliberal glory days of the Roaring Nineties Is there a viable alternative to neoliberalism Exploring the origins core claims and considerable variations of neoliberalism this Very Short Introduction offers a concise and accessible introduction to one of the most debated isms of our time ABOUT THE SERIES The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area These pocket sized books are the perfect way to get ahead in a new subject quickly Our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable Geography: A Very Short Introduction John A. Matthews, David T. Herbert, 2008-05-22 Modern Geography has come a long way from its roots in simply mapping and naming the regions of the world Spanning both physical and human Geography the discipline today is unique as a subject bridging the divide between the sciences and humanities and between the environment and our society This Very Short Introduction reveals why A Very Short Introduction Michael Coogan, 2008-03-28 The author offers an exploration of the Old Testament illuminating its importance as history literature and sacred text He provides an overview of one of the great pillars of Western religion and culture a book which remains important today for Jews Christians and Muslims worldwide The Soviet Union: A Very Short Introduction Stephen Lovell, 2009-07-23 Taking a fresh approach to the study of the Soviet Union this Very Short Introduction blends political history with an investigation into Soviet society and culture from 1917 to 1991 Stephen Lovell examines aspects of patriotism political violence poverty and ideology and provides answers to some of the big questions about the Soviet experience Throughout the book takes a refreshing thematic approach to the Soviet Union and provides an up to date consideration of the Soviet Union s impact and what we have learnt since its end

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