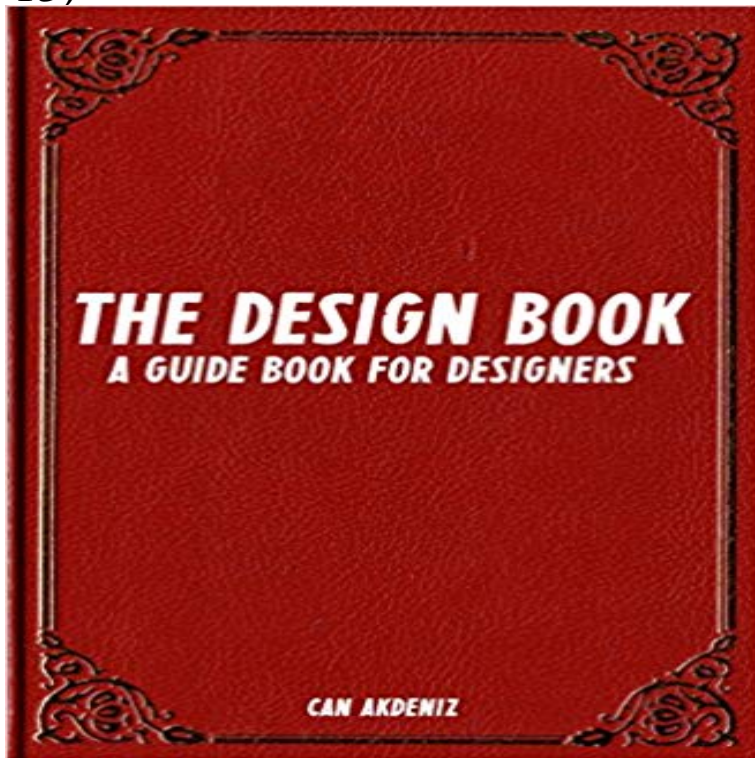


## The Design Book: A Guide Book for Designers (Best Business Books 13)



Design is a growing and important field these days. Of course, in order to excel as a designer, you need to be deeply in touch with your creativity. Being a designer involves looking at something a different way from how everyone else looks at it. But just how do you learn to do that? And what do you know when you're a creative person, but your creative juices just aren't flowing? That's where the advice of *The Design Book: A Guide Book for Designers* comes in. *The Design Book* is actually a two-volume collection including two very popular books on creativity and innovation by acclaimed business author Can Akdeniz. The set includes *Go Nuts: The Art of Creativity and Innovation* and *Kill the Normal: The Secrets of Revolutionary Designs*.

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