

Design Is How It Works: How the Smartest Companies Turn Products into Icons

Jay Greene

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Jay Greene : Design Is How It Works: How the Smartest Companies Turn Products into Icons before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design Is How It Works: How the Smartest Companies Turn Products into Icons:

0 of 0 people found the following review helpful. Jay makes some pretty compelling evidence that design should be the most important ...By Kyle WilliamJay takes the time to unearth and explore some unconventional companies when it comes to the design space. After reading this book, I really began to appreciate some of the profiled businesses more

than before. While there are some references to Apple and Steve Jobs, it's refreshing to see someone not get caught up in the "Apple is leading the whole design world" trend that seems to be so popular these days. We seem to think of the technology space as being the only industry in which design is important outside of luxury goods. Jay makes some pretty compelling evidence that design should be the most important aspect of your business in any industry whether it be toys (Legos) or even food (CLIFF). 1 of 1 people found the following review helpful. StorytellingBy Dave Rothacker Tim Brown's short paragraph under Editorial Reviews is enough for me to buy the book. Period. One-Click and move on with your life. For those who need more there is enough other description on this page to figure out what the book is about. The reason I'm taking the time to make a note here is because I love the way Jay tells a story. There are eight specific case study stories, one that covers design academia, one chat with Tim Brown and one overarching story that permeates the book and ties it all together. The manner in which Jay maintains continuity and the common thread throughout the book reminds me of Malcolm Gladwell. Unless you are history guru on each company that Jay writes about, you'll appreciate the company history he story tells in each case study. It's just enough to paint a picture for background. And it's compelling enough to make one consider delving deeper into those of interest. I also appreciate the description that he provides for each of his interviewee's. It reminds me that design thinking happens on a human level, not a corporate one. The only thing I'm disappointed about in the book is that there isn't a mention of Jay's Web site. The design is most inspiring. [...] 0 of 0 people found the following review helpful. Great overview on a complex subject By Rob Green We all know great design when we see it and the author attempts to describe how it happens in successful companies. As I read the book it quickly became apparent that design, while it can be planned, is also at least equal parts cultural and driven by company ethos and even cult of personality. Moreover, it is subjective and difficult to quantify and yet there are key elements that the author describes that probably exist in all well designed products. If there is an overarching message that is played out in the examples that Mr. Greene provides, it is that good design is really the result not of focus groups, or deep planning sessions, or market research but rather someone's desire to build a product that solves a problem that they are experiencing. Better cars, shoes, kitchen implements, etc all started not as a quest to serve the market but rather as a quest to serve an individual within each of these companies and then as a consequence the market. In short the message could perhaps be love what you do, be deeply passionate about it, and build products that solve your problems and chances are others will want them too.

"It's not just what it looks like and feels like. Design is how it works." -Steve Jobs There's a new race in business to embrace "design thinking." Yet most executives have no clue what to make of the recent buzz about design. It's rarely the subject of business retreats. It's not easily measurable. To many, design is simply a crapshoot. Drawing on interviews with top executives such as Virgin's Richard Branson and Nike's Mark Parker, Jay Greene illuminates the methods of companies that rely on design to stand out in their industries. From the experiences of those at companies from Porsche to REI to Lego, we learn that design isn't merely about style and form. The heart of design is rethinking the way products and services work for customers in real life. Greene explains how: -Porsche pit its designers against each other to create its bestselling Cayenne SUV -Clif listened intently to customers, resulting in the industry-changing Luna energy bar -OXO paid meticulous attention to the details, turned its LiquiSeal mug from an abysmal failure into one of its greatest successes -LEGO started saying no to its designers-saving its brick business in the process Greene shows how important it is to build a culture in which design is more than an after-the-fact concern-it's part of your company's DNA. Design matters at every stage of the process. It isn't easy, and it increases costs, but it also boosts profits, sometimes to a massive extent. In an increasingly competitive marketplace, design represents the best chance you have of transcending your competitors.

From Publishers Weekly A series of case studies of attractive and efficient design, from journalist Greene, makes a persuasive case for regarding design as an essential component of the development process of any product, which must be attended to at all stages, not just at the end. The best service or product design, according to Greene, creates a singular experience for the customer. Through case studies of design-savvy companies like Porsche, Nike, LEGO, OXO, Clif bars, and Virgin Atlantic, Greene discusses the brands' origins and presses home the point that successful companies turn their customers into cultists of a sort, admirers of both the form and function of the products they're using. Porsche drivers love the experience of driving the car, not just its clean lines; OXO identifies its customers' cleaning pet peeves, then designs products around them; REI doesn't just sell gear but authenticity. While Greene's enthusiasm is clear, and design aficionados will lap up the case studies, the omission of prescriptive instruction and slight analysis make this a hard sell to the general reader. Copyright © 2005 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Design in the twenty-first century is about creating experiences that consumers cannot get elsewhere and satisfying needs they never knew they had. A design culture starts with the CEO, who must allow the organization to rethink its innovation process and perhaps even its business processes. It requires experimenting, making mistakes, revisiting decisions, testing and trying different ideas; without worrying about quantifying risk, cost overruns, and other basics in a numbers-oriented business. Greene introduces us to eight companies (Porsche; Nike; LEGO; OXO, design-centric kitchenware;

REI, outdoor outfitter; energy-food company Clif Bar; Ace Hotels; and Virgin Atlantic) of different sizes, in different industries and locations, new and old, publicly traded and privately held to show that design is something in which any company can succeed. Greene provides valuable information and insight for companies in all businesses as he explains the importance of design thinking. He quotes Apple's Steve Jobs in discussing the iPod, "It's not just what it looks like and feels like. Design is how it works." --Mary Whaley "Design in the twenty-first century is about creating experiences that consumers cannot get elsewhere and satisfying needs they never knew they had. A design culture starts with the CEO, who must allow the organization to rethink its innovation process and perhaps even its business processes. It requires experimenting, making mistakes, revisiting decisions, testing and trying different ideas - without worrying about quantifying risk, cost overruns, and other basics in a numbers-oriented business. Greene introduces us to eight companies (Porsche; Nike; LEGO; OXO, design-centric kitchenware; REI, outdoor outfitter; energy-food company Clif Bar; Ace Hotels; and Virgin Atlantic) of different sizes, in different industries and locations, new and old, publicly traded and privately held to show that design is something in which any company can succeed. Greene provides valuable information and insight for companies in all businesses as he explains the importance of design thinking. He quotes Apple's Steve Jobs in discussing the iPod, "It's [design's] not just what it looks like and feels like. Design is how it works." -Booklist "In an era of globalization when traditional product advantages are commoditized in a heartbeat, design thinking provides one of the brightest hopes for creating sustainable competitive advantage, not by pasting it on but by building it in. Designs in this new era must be thoughtful, respectful, and deeply communal, and Jay Greene's book shows us all by example how these things can come to be. Design is not just how it works-it is going to be how we work. Read this book to see your future." - Geoffrey Moore, author of *Crossing the Chasm* and *Dealing with Darwin* "Everybody agrees that design is crucial, but just how a company builds functional, beautiful, desirable products has been a mystery. Now, Jay Greene has finally explained how it works. In a series of smart, revealing case studies, we learn not only how great design is done, but why it matters." -Steven Levy, author of *Hackers*, *The Perfect Thing*, and *Searching for Google* "Design is a global creative discipline, a kind of industrial art. If only more companies could learn to open their doors to human creativity the way the ones in this book have, we could transform the world. Greene makes it clear how." -Alberto Alessi, president and director of marketing strategies and design management at Alessi s.p.a. "Jay Greene gets to the heart of the matter. Design is not just about how things look, it is about how they work. Follow his fascinating journey through some of the world's most significant design-led companies, and learn how they have made design central to their endeavors. Design Is How It Works offers ideas and inspiration to anyone seeking to build a business that makes a difference." -Tim Brown, CEO of IDEO and author of *Change by Design*