

BISPUBLISHERS

'Books and gifts for the creative minds'

FALL 2020



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Cover image taken from
Lay Your Cards on the Table, p.17
Illustration by www.studiolisa.nl

Dear reader,

In today's world we encounter huge global challenges: climate change, inequality, health, food access and many more. At BIS Publishers we are convinced that design enables us to come up with solutions to help solve these problems. Design has evolved tremendously throughout the past century: from graphic to industrial to interaction to systems design and from mono- to trans-disciplinary design. It has broadened its scope to a more omnipresent one.

Collaboration is necessary to create these solutions; we need different backgrounds, cultural as well as professional. We need to be disruptive in our thinking, to come up with the creative outcomes needed to tackle these global issues. But above all, *"it's about letting go of the search for the right answers, but looking for the right questions"* (Warren Berger).

We hope our books and our authors can inspire you to come up with the right questions.

Talking about interdisciplinary design, *Think Like an Engineer, Don't Act Like One* gives new insights from the mind of an engineer: widen your horizon and broaden your perspective. Our globalizing world, with interconnected societies and worldwide cooperation, confronts designers with the challenge of facing cultural diversity in design; *Culture Sensitive Design* offers a practical overview of both theory and methods to become culturally sensitive with design. Through curious mindsets and surprising features, designers, learners, and innovators are moved to new types of perspectives, approaches, beliefs, and routines. *Framing Play Design* provides frameworks to design for play experiences.

But it all starts with connecting to the people around you. *Dare to Ask* teaches you to ask questions like a professional. Asking questions makes us human, it helps us to establish connections, learn, and transform. So I ask you to stay connected via our social networks – and please like, share, and spread the word about our books!

For more information on our other Fall 2020 titles, please browse through our catalog or go to www.bispublishers.com for a comprehensive overview.

As always, if you have a good idea for a new project, do not hesitate to contact us. We would love to hear from you!

The BIS Publishers team,
Bionda Dias

Amsterdam, The Netherlands
Bionda@bispublishers.com

Content

4 NEW TITLES FALL 2020

- 6 **Delft Design Guide**
Perspectives - Models - Approaches - Methods
- 7 **Culture Sensitive Design**
A Guide to Culture in Practice
- 8 **Inspired By Method**
Creative Tools for the Design Process
- 9 **Framing Play Design**
A Hands-on Guide for Designers, Learners and Innovators
- 10 **Creative Content Kit**
A Method to Ideate and Create Content Strategy
- 11 **The Fast Guide to Accessibility Design**
- 12 **Think Like an Engineer, Don't Act Like One**
- 13 **Think Like a... - series**
- 14 **Holey Bible**
Guidance on How to Live a More Creatively Enlightened Life
- 15 **Dare to Ask**
Learn to Ask Questions Like a Pro
- 16 **Creative Connection Memory Game**
- 17 **Lay Your Cards on the Table**
Spark the Conversation Between Different Generations
- 18 **Dilemmarama**
The Happy Edition

19 RECENTLY PUBLISHED

- 20 Branded Protest
- 20 Don't Buy This Book
- 20 Good Services
- 20 Know Your Onions - Corporate Identity
- 21 Dutch Design Cowboys
- 21 Fizz
- 21 Pregnancy Cookbook
- 21 Frame Your Imagination
- 22 Museum Art Cards
- 22 My Photography Game

24 HIGHLIGHTED Gift

36 HIGHLIGHTED Creative Business

29 BACKLIST

- 29 Creative Business
- 32 Design
- 34 Architecture and Spatial Design
- 35 Gift Books
- 37 Notebooks and Postcards
- 38 Games

40 Contact

42 Index

MODEL

CONTENT

PLATFORM

REACH

AUDIENCE
Audience Segment
Personas
User Journey
Empathy Map
Think and Feel

TYPES OF CONTENT

PLATFORM CONTENT

REACH YOUR AUDIENCE

VALUE PROPOSITION
Let your audience know how your business and its benefits are indispensable to them.

- Tell them how you will solve their problems (**relevancy**)
- Tell them how you will improve their situation (**relevancy**)

Get this message across in one punchy sentence (**headline**)

- Specify the benefits of your business (**quantified value**)
- Encourage customers to buy from you, not the competition (**unique differentiator**)

Develop your headline that enrich your brand

* Use the following sentence structure:

our audience might
that your product
s. (what is your
les.
ience

ard' and share on your
images, videos, songs,
y posting Instagram
pond to
s switched on.
nce with fun
stions.
two-
rect

find the most **powerful keywords**
tags and links.
Your traffic through effective
ific topics.
re the content that your
is looking for.
on a regular basis.
and easily **traceable**.
vides a **good**
obile devices.
SEO.

This is what you need to be the first
ult on a Google search.

**New Titles
Fall 2020**

Delft Design Guide Perspectives - Models - Approaches - Methods

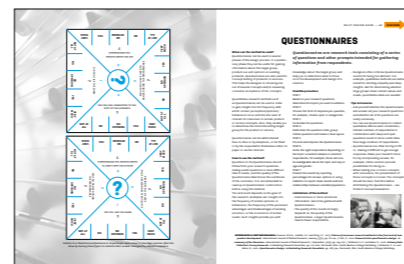
This revised edition of the *Delft Design Guide* details strategies, techniques, and methods taught at the Bachelor and Master curriculum at the faculty of Industrial Design Engineering at the Delft University of Technology (TU Delft) – one of the top universities in the world. Formatted in a practical one-page text, illustrated for further clarification, and enriched with further reading suggestions.

It presents 12 perspectives on design, 6 models that describe how design works as an activity, 13 approaches that describe part of the design process, and 70 design methods used. Some are unique to the university, but most are commonly known and widely used. Product design at TU Delft is regarded as a systematic and structured activity, purposeful and goal-oriented. Due to its complexity, designing requires a structured and systematic approach, as well as moments of heightened creativity.

Design students can use the book as a reference manual in their design projects, managing their personal development in becoming a designer. Design tutors can use it as a reference manual to support students in their learning process. Design professionals can use the guide as a reference manual to support their design processes.

Info

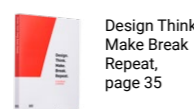
August 2020
224 pages
10 1/8 x 7 1/8 inches
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ISBN 978 90 6369 540 8



Author

Anemiek van Boeijen is Assistant Professor in Design, Culture & Society at the faculty of Industrial Design Engineering at TU Delft, where she obtained her master degree and PhD. Her research focuses on the role of culture in design processes.
Jaap Daalhuizen is Associate Professor in Design Methodology at the Technical University of Denmark. He obtained his master degree in Integrated Product Design as well as his PhD at TU Delft.
Jelle Zijlstra is industrial designer and head of the Motion department at the Design Academy Eindhoven; he teaches design at IPO Rotterdam and design didactics at TU Delft.

Related



Design Think Make Break Repeat, page 35



Strategic Design, page 34

- Revised edition: about 30 new perspectives and methods added, that's 33% new content
- The previous edition sold more than 11,500 copies
- TU Delft is among the top universities in Europe and in the world

Culture Sensitive Design A Guide to Culture in Practice

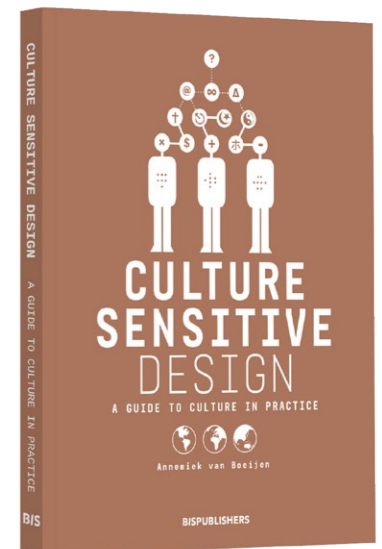
Our globalizing world, with interconnected societies and worldwide cooperation, with migration and ever-increasing digitization brings together a complexity of cultural groups that need to live together. Consequently, it confronts designers with the challenge of facing cultural diversity in design.

This book offers a detailed overview of both theory and practical methods to equip designers to become culture sensitive in the 21st century design culture. Richly illustrated by anecdotes, examples, and cases, *Culture Sensitive Design* motivates design students, practitioners and educators to reflect on their own cultural backgrounds, learn more about the theories around cultures, and at the same time to stimulate them to put insights into practice.

Culture Sensitive Design helps not only to avoid mismatches between intended users and designs, but also to avoid mistakes that make our designs unacceptable for some groups of people. It is also needed to open up the design space, to create a source of new and better solutions.

Info

November 2020
160 pages
9 1/8 x 7 1/8 inches
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\$ 45.00
ISBN 978 90 6369 561 3



Author

Anemiek van Boeijen (MSc), trained as an industrial designer, is Assistant Professor Industrial Design at the faculty of Industrial Design Engineering at the Delft University of Technology. Her research focuses on the role of culture in design processes. The aim is to develop knowledge and design methods & tools that support designers with a culture sensitive approach to design. She is initiator and co-editor of the *Delft Design Guide*, moderator of the awarded Massive Open Online Course Product Design: The Delft Design Approach, and runs the double blended online course for master design students and design practitioners in Cultural Sensitive Design.

Related



Politics of Design, page 34

- Models and methods to examine cultures and apply insights in practice
- Richly illustrated - with photos and graphics - to accompany anecdotes and case studies
- For design students, practitioners, and educators

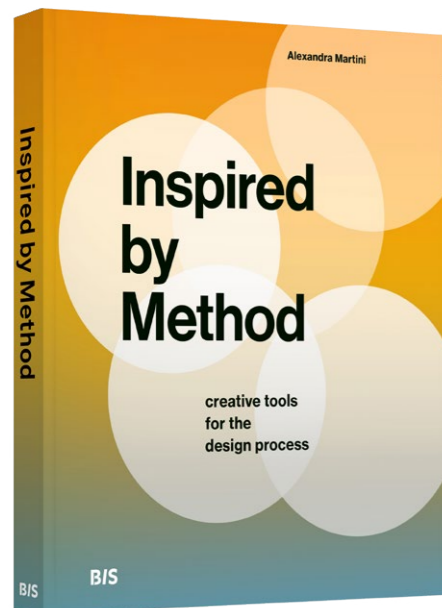
Inspired by Method Creative Tools for the Design Process

What is inspiration? Can there be a method for finding inspiration? This book is both a guide to and a source of inspiration.

Designing involves individuality and a systematic approach, which we may apply consciously or subconsciously, depending on the project. The 5D-method for inspiration, created by author Alexandra Martini, is an incisive tool that you can use in any design process. It takes away the fear of starting a new project. This method uses the following five dimensions: Formal-Aesthetic Dimension, Haptic Dimension, Production Dimension, Cultural Dimension, and Interactive Dimension. It will help you analyze, experiment with and realize your ideas. The first phase of the book will get you started with the method. The second phase encourages you to experiment and explore some unusual paths.

Inspired by Method is for all budding creatives who are involved with design in any shape or form. It is for anyone that wants to deepen their knowledge and intellectual portfolio professionally and develop their design skills further. The book provides orientation, guidance, methodology and a soft process algorithm.

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November 2020
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8 7/8 x 7 7/8 inches
Paperback
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ISBN 978 90 6369 573 6



Author

Professor **Alexandra Martini** studied design at the Berlin University of the Arts (UdK) and the Escuela Superior del Diseno Elisava, Barcelona. She holds a diploma in industrial design and a master's in design from the Royal College of Art, London. She established her reputation with her Berlin office for design MARTINI, MEYER and is active in the fields of interiors, design and communication design. She is a professor in the design department at the University of Applied Sciences Potsdam, Germany.

- The 5D-method has a proven track record, based on the author's original, innovation research
- Includes a toolkit that will become a lifelong resource
- The method combines craft practice with design theory

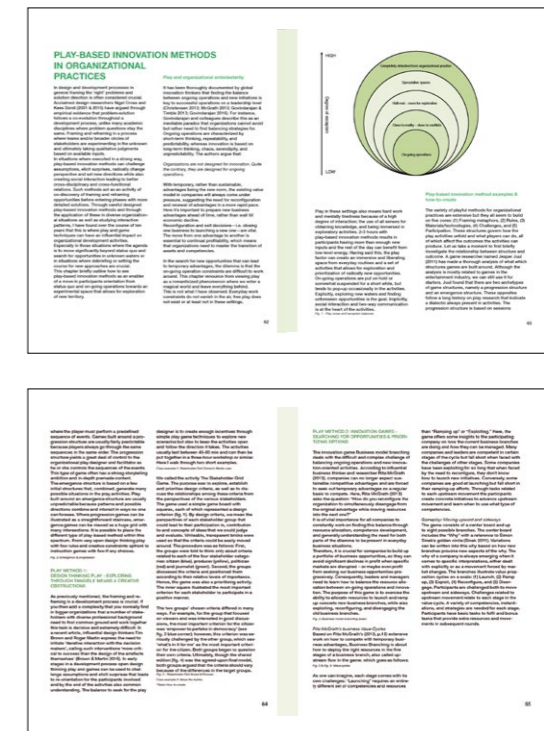
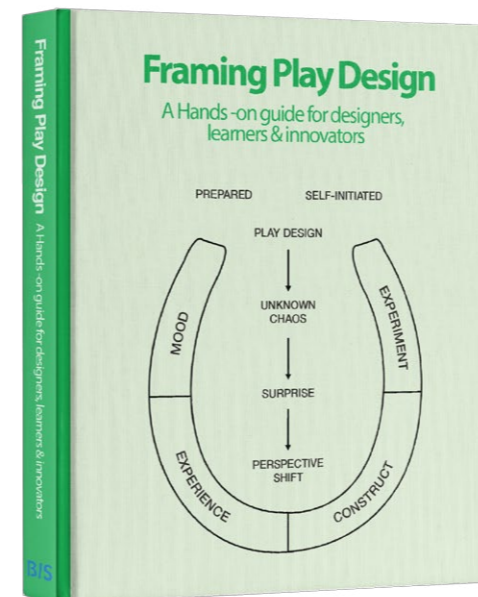
Framing Play Design A Hands-on Guide for Designers, Learners and Innovators

This book provides frameworks and theories at a more operational level, which can guide those interested in designing for particular play experiences at a hands-on level.

For many decades, play has been placed outside of learning spheres and only meant for children. In Europe today, there is a revival of characteristics and potentials found in strong play experiences. By observing life-long learning target groups, applied situations, and experience development industry – it is been proven that effect play is extremely beneficial. This book provides operational design guidelines on how to find strong balances in the making of specific play-based designs as well as how to involve users and stakeholders in the process of play design making.

Through curious mindsets and surprising features, designers, learners, and innovators are moved to new types of perspectives, approaches, beliefs, and routines. This is considered to be a vital ingredient in the 21st century and the coming decade because of rapid changes in school sectors and industry markets. The goal of this book is to provide the framework and theories at a more fundamental level in order to guide those interested in designing a forward-thinking play experiences at a hands-on level.

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Author

For the last 10 years, **Sune Gudiksen** worked with all sorts of play and game-based design and innovation process methods. He has written several conference papers, research journal articles, and anthology chapters. Recently, he published the dissemination book *Gamification for business* (Kogan page, 2019).

Helle Skovbjerg is the first professor on play design in Denmark and has a large international researcher network. She published around 60 publications and has been editor of several books, including a broad foundational book called *Perspectives On Play* (2016). She is the program leader of the design-for-play education and research initiative at Design School Kolding as well as the newly started project Playful Research Learning with all university colleges in Denmark represented.

- The authors have collaborated with the Lego Foundation to promote the book at the Lego Idea Conference, on platforms including LinkedIn with a combined reach of 15,000+ dedicated followers
- Covers Northern European play design practice

Creative Content Kit A Method to Ideate and Create Content Strategy

Creative Content Kit is an innovative four step method (model, filter, frame, amplify) to create content strategy through ideation, planning, and prototyping. This deck of cards is made to facilitate content-thinking in teams and provide a liberating structure for independent and solo users.

The first stage, MODEL, contains cards that help you to define the reason your content needs to exist. For people who work with content, establishing the model upon which you will create your content is the first step towards a consistent and aligned strategy. The cards in the second stage, FILTER, present content types that you can choose to include or exclude in your editorial approach. This stage is a critical moment for ideation; it is where you will decide what is going to be produced and published. FRAMES are platforms which present and distribute your content. They represent how and where your audience will experience content: videos on Facebook, photos on Instagram, short texts on Twitter, etc. Finally, you want assure your strategy can reach your audience, and that your content will not get lost or ignored. AMPLIFY is the fourth and final stage, it helps to expose your content to the optimal number of people.

Info

September 2020
6 1/4 x 4 3/4 x 1 1/2 inches
Boxed set
65 cards
\$ 24.99
ISBN 978 90 6369 568 2



Author

Ana Bender achieved an academic distinction at London College of Communication (University of the Arts London) for distilling and packaging MA Publishing's expertise at managing and trading content into a deck of cards, the *Creative Content Kit*.

She is an experienced transdisciplinary Strategic Designer with Masters of Research in Design at UNISINOS (Brasil), graduated in 2010. She is based in London with a strong network in Brazil.

- The author is very involved with the promotion. She toured around *Brasil (Latin America)* and is currently planning a tour in the UK
- Brings a fresh, new method to anyone who is working with content

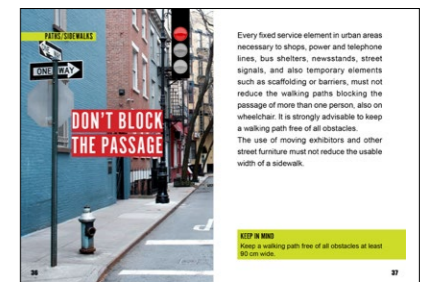
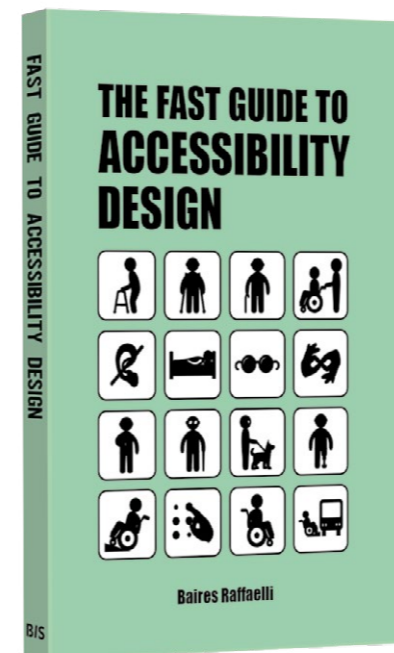
The Fast Guide to Accessibility Design

New in the architectural series (previous published in this series: *The Fast Guide to Architectural Form*) is *The Fast Guide to Accessibility Design*. Written by Baires Raffaelli, this book explores ways to create a project that focuses on accessibility. The topics discussed include a wide range of perspectives and double as a checklist for designing accessible spaces to suit the needs of all users.

This practical guide will help architects and designers consider details from every angle so that they can create spaces that are welcoming, inclusive, and functional as possible.

Info

September 2020
160 pages
6 x 4 1/4 inches
Paperback
\$ 16.99
ISBN 978 90 6369 571 2



Author

Baires Raffaelli, PhD in Architecture, Theory and Planning. Graduated cum laude in Rome La Sapienza University, where he has been researching and teaching for years in Architecture and Engineering students. He has performed research within the fields of housing, population density and public spaces, and the results have been the source for partnerships among universities, public authority and private companies. He is the creator and developer of the Buildings and Open Areas AVLA index (Certificate of Accessibility Level Evaluation). Co-founder of BRRE, he has been appointed by the City of Assisi, Italy, for the realization of the master-plan for the removal of architectural barriers in 2019.

Related



The Fast Guide to Architectural Form, page 36

- This book will serve as a simple checklist for any accessibility projects
- Previous edition sold over 6,000 copies

Think Like an Engineer, Don't Act Like One

This edition in the *Think Like a...* series displays the wonderful world of engineering. This bundle of insights shows why no one can hold you responsible for the impact of gravity, what Gerrit Rietveld can teach you about going against the flow, and how Netflix goes beyond binge-watching. This book is for anyone who wants to broaden their perspective and their horizons.

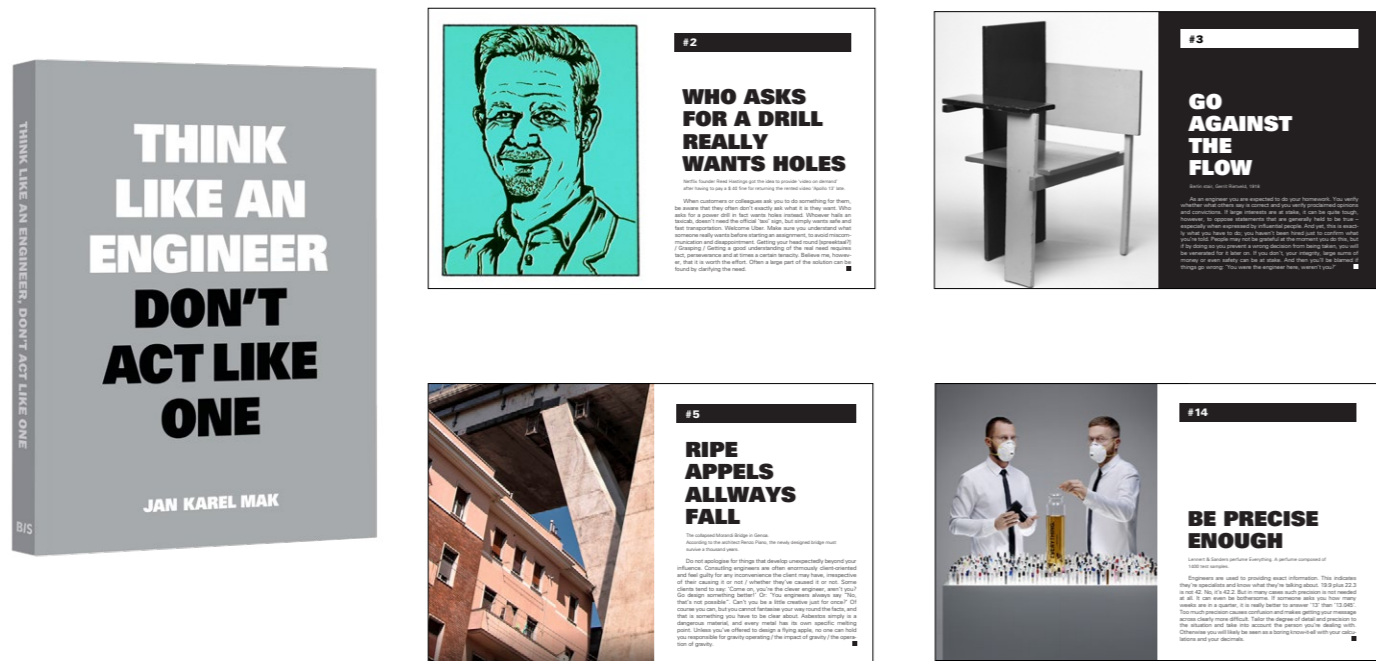
The *Think Like a...* series gives you 75 inspiring, educational, and sometimes hilarious insights into the brilliant minds of lawyers, managers, artists, designers, and engineers. Their advice gives every professional tools to apply in their own life.

Info
 October 2020
 160 pages
 7 1/8 x 5 1/4 inches
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 \$ 16,99
 ISBN 978 90 6369 569 9



Think Like a... - series

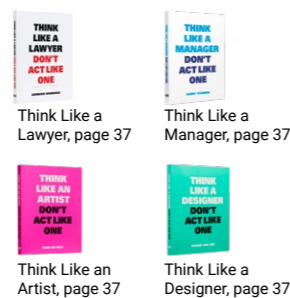
This series gives you 75 inspiring, educational and sometimes hilarious insights into the adventurous minds of lawyers, managers, artists and designers. The insights give every professional tools to apply in their own life; when you're dealing with grumpy police officers, angry neighbours, unwilling debtors, failing clients, nasty lawyers and other conflict seekers. Or learn from approaches to help you foresee or manage unpredictable situations. Or take a fresh look at art and let it inspire you when answering fundamental questions. Or learn from the inimitable reasons the designers have for designing their creations or just enjoy the explanations about designs around us.



Author

Jan Karel Mak is an entrepreneur, engineer and environmental scientist. He is the CEO of international design/engineering firm Deerns Group and serves as a board member of young tech firms and charities.

Related



- Series sold over 99,000 copies
- Author is CEO of Deerns Group, an international engineering firm
- Informative, accessible, sincere, and humorous
- The cover is an attractive metallic silver

Think Like a Lawyer, Don't Act Like One
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Think Like a Manager, Don't Act Like One
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Think Like an Artist, Don't Act Like One
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Think Like a Designer, Don't Act Like One
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 Paperback with flaps
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 ISBN 978 90 6369 485 2

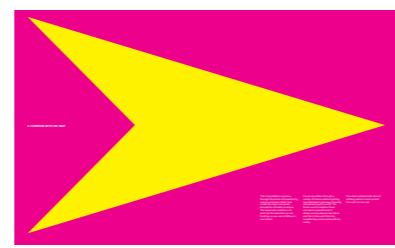
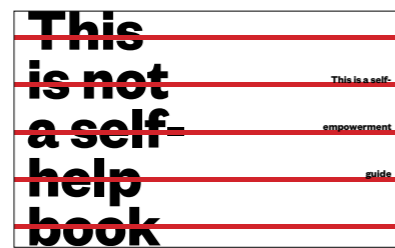
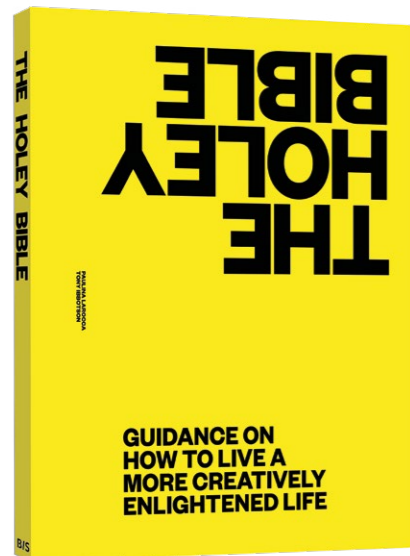


The Holey Bible Guidance on How to Live a More Creatively Enlightened Life

The Holey Bible is a book that helps us to more easily spot the “holes” in our thinking. The book shows how you can deliberately orchestrate personal and professional breakthroughs, but it does not promise creative enlightenment. Yet, it does provide detailed guidance on what you can do to prime your brain for more discoveries that can encourage your creative enlightenment.

If you are seeking a new purpose and are interested in harnessing the power of creative thinking to bring about change, then *The Holey Bible* is for you. It will help you to identify questions to bring a new paradigm for transcendent and lasting change.

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October 2020
160 pages
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Author

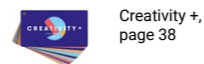
Paulina Larocca is a published BIS author of the books *Creativity+* and *Connecting*. She is a teacher of creative problem solving and has a Master of Science in Creativity.

Designer **Tony Ibbotson** is co-author of *Connecting*. He is the founder of The Creative Method design agency established in 2005, which is now recognized as one of Sydney's best design agencies.

Related



Connecting, page 37



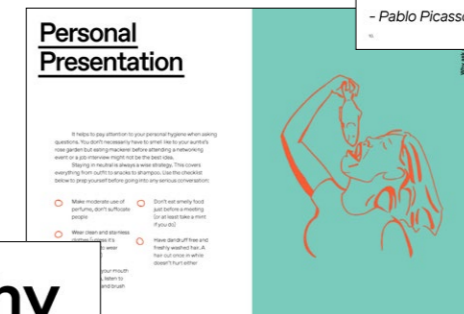
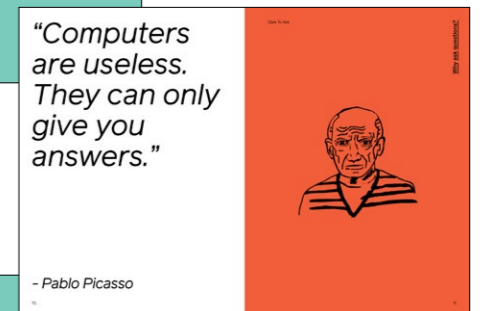
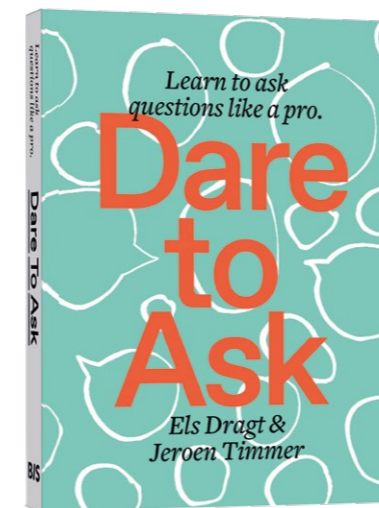
Creativity+, page 38

- Will open up people's perceptions
- Highly visual and beautifully designed

Dare to Ask Learn to Ask Questions Like a Pro

Did you ask someone a question today? Asking questions makes us human, it helps us to establish connections, learn, and transform. This book puts the spotlight on the craft of asking questions. Learn the ropes from all walks of life, such as Socrates, a hairdresser, Einstein, a helpdesk employee, Lao Tse, and a police detective. Use the practical tips and fun facts in this book to your advantage during birthday parties, when you meet your partner's parents, at networking events, or a first date. Are you ready to turn your focus to the other person, ask questions, listen better, and in the end learn more?

Info
September 2020
144 pages
7½ x 5¼ inches
Paperback
\$ 16.99
ISBN 978 90 6369 562 0



Author

Els Dragt has been researching trends for over 15 years and is the author of *How to Research Trends*. **Jeroen Timmer** is trained in IT and worked at Sony, but recently made a switch to the art and design industry.

Related



The Empathy Game, page 40

- Turns the spotlight onto the art of asking questions
- Numerous illustrations throughout
- Author of *How to Research Trends*

Creative Connection Memory Game

Have fun making creative connections with this simple memory game comprised of visual connection sets. The idea is based on the theory that by enhancing your ability to see connections, you can enhance your creativity. So, the main goal is to find two matching cards that are visually related. This new version of the well-known memory game is useful for both training the power of your memory and enhancing your ability to make creative connections. The photographs on the cards are observational art photos, which helps the players see things in new and unexpected ways. Take the challenge and look at objects from a different perspective. Train your brain, have fun, and be inspired!

Info
 November 2020
 5 1/2 x 3 x 2 inches
 boxed set
 50 cards
 \$ 19.99
 ISBN 978 90 6369 563 7



Author

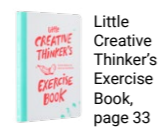
Dorte Nielsen is a creativity expert, author, keynote speaker, and the founder of the Creative Thinker company and of the Center for Creative Thinking in Copenhagen. Dorte also founded Creative Communication, an award-winning BA education programme for Art Directors and Conceptual Thinkers.

Katrine Granholm is an award-winning Creative Director, Art Director, and Digital Concept Developer. She is a renowned lecturer in digital tools and concepts in further education.

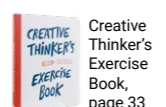
Related



The Secret of the Highly Creative Thinker, page 33



Little Creative Thinker's Exercise Book, page 33



Creative Thinker's Exercise Book, page 33



Little Creative Thinker's Connection Dominoes, page 33

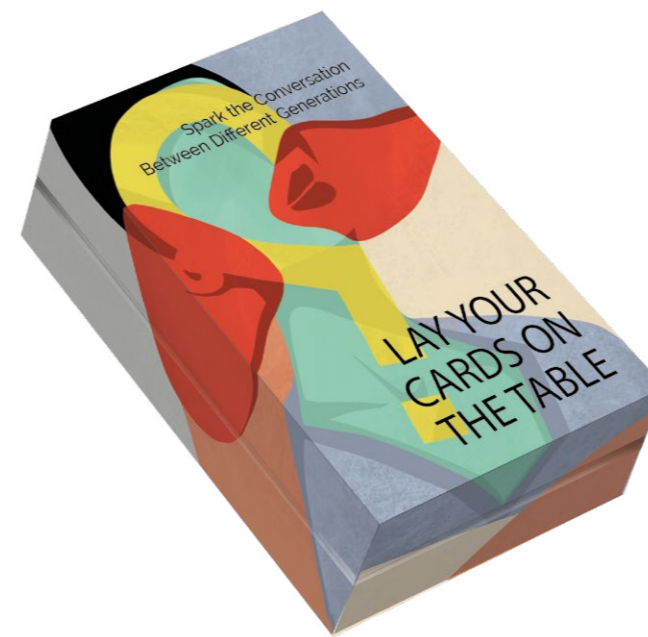
- Series sold over 45,000 copies
- High profile authors
- Train your brain and enhance creativity

Lay Your Cards on the Table Spark the Conversation Between Different Generations

Chatting with colleagues at the coffee machine is easy enough. Talking to a new colleague is a little less easy. Having an in-depth conversation with someone you do not know, is anything but easy. And, if that someone is either half your age or twice as old, it becomes even more difficult. This game turns that task into a joyful experience.

Lay Your Cards on The Table consists of 60 cards with conversation starters. Choose questions from 3 different categories and you will be having great conversations in no time. You can play this game with 2 people or more. You can start the conversation by randomly asking or answering some of the questions or, if you need some more guidance, you can use the game rules. Although in the end, there really is just one rule: whatever is discussed at the table, stays there!

Info
 August 2020
 5 x 3 1/4 x 1 1/2 inches
 boxed set
 60 cards
 \$ 19.99
 ISBN 978 90 6369 565 1



Author

Een van de Jongens is a documentary production company of producer Hasse van Nunen and director-producer Renko Douze, founded in 2011. In collaboration with idiosyncratic makers with strong visions, they produce meaningful and artistic high-quality documentaries and television programs. The original version of this game was created for the Dutch documentary "Een Nieuwe Morgen." After they watched a project with young people living in a care home for a year and a half, they came up with the idea of putting their findings into a game that could help several generations to start a good conversation.

Related



The Empathy Game, page 40

- Very strong gift potential
- Beautiful illustrations
- Helps several generations to start a good conversation

Dilemmarama The Happy Edition

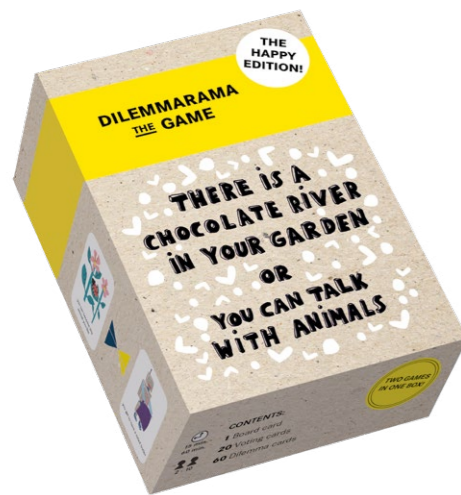
You get to have a robot butler OR you can become any animal you like? You have a magic tap that contains all the drinks you want OR you snap your fingers and your entire house is tidy and clean? This game only has one rule: you HAVE to choose! And this time around, both options will make you feel happy.

For this happy edition of Dilemmarama, we've only selected positive dilemmas. The kind that will put a smile on your face, but that will also cause heated debates and feisty duels. And, because everything in life is a dilemma, there are two game options to choose from.

Select one player as the Dilemmaestro, who will create difficult dilemmas for the other players or play in teams and guess what your teammates will choose. Either way, *Dilemmarama* is a great way to get to know your friends and family!

Info

August 2020
65 cards
5¼ x 3¾ x 2 inches
boxed set
\$ 19.99
ISBN 978 90 6369 564 4



Author

Dilemma op Dinsdag started when six friends were bored during a birthday party. After hours of discussions on impossible dilemmas, they decided to start a Facebook page to let their friends vote on what the best options for the dilemmas were. Meanwhile, the page has over 306,000 fans, the group has been discussed in various media, they speak at different festivals, and the number of followers is constantly rising on all their social media outlets.

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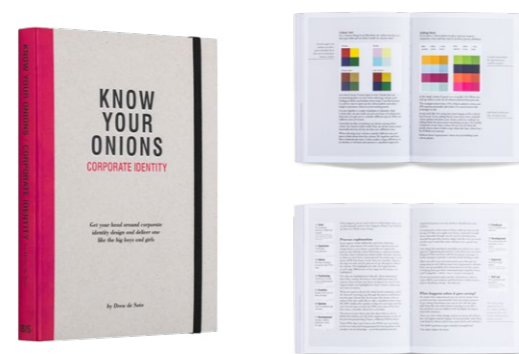
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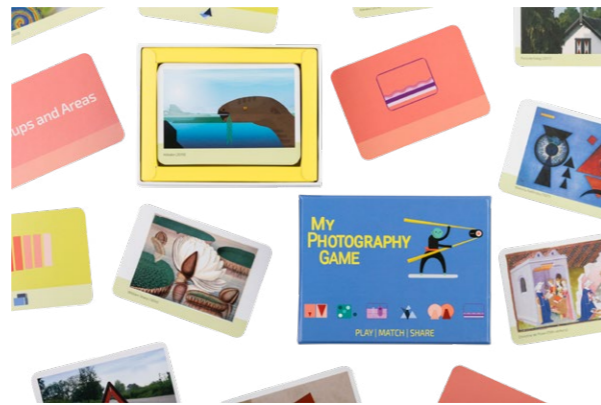


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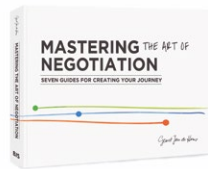
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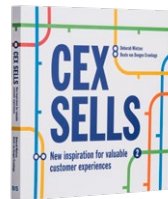
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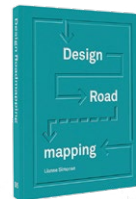
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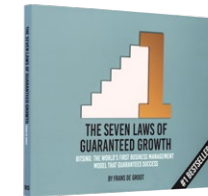
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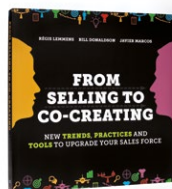
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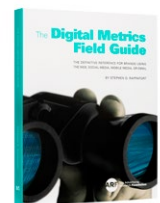
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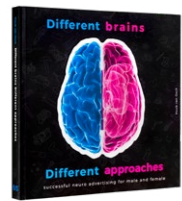


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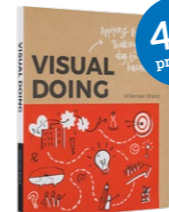
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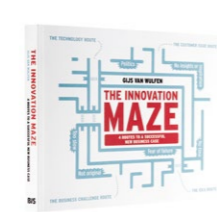
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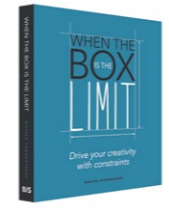
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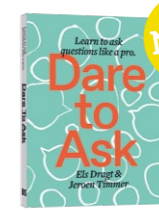
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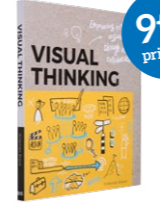
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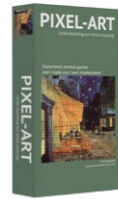


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Concept: Mieke Gerritzen | 2 x 30 cards in a box | 5 3/4 x 2 3/4 x 1 1/2 inches | \$ 19.99 | ISBN 978 90 6369 525 5



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Author: Jasper Udink ten Cate | 25 postcards in a book | 5 7/8 x 3 3/4 inches | \$ 9.99 | ISBN 978 90 6369 440 1



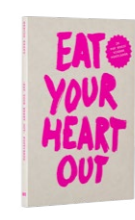
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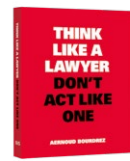
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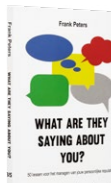
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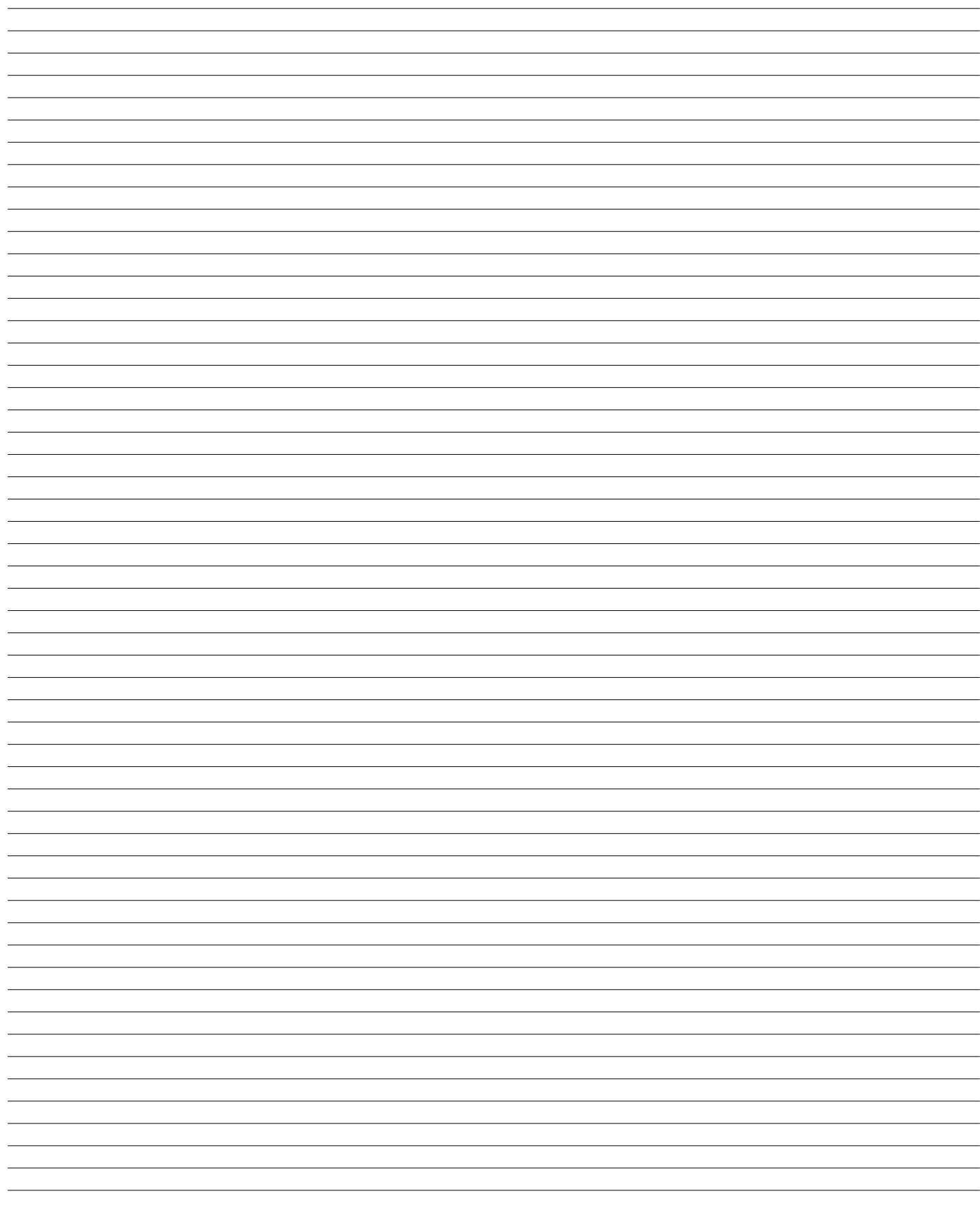
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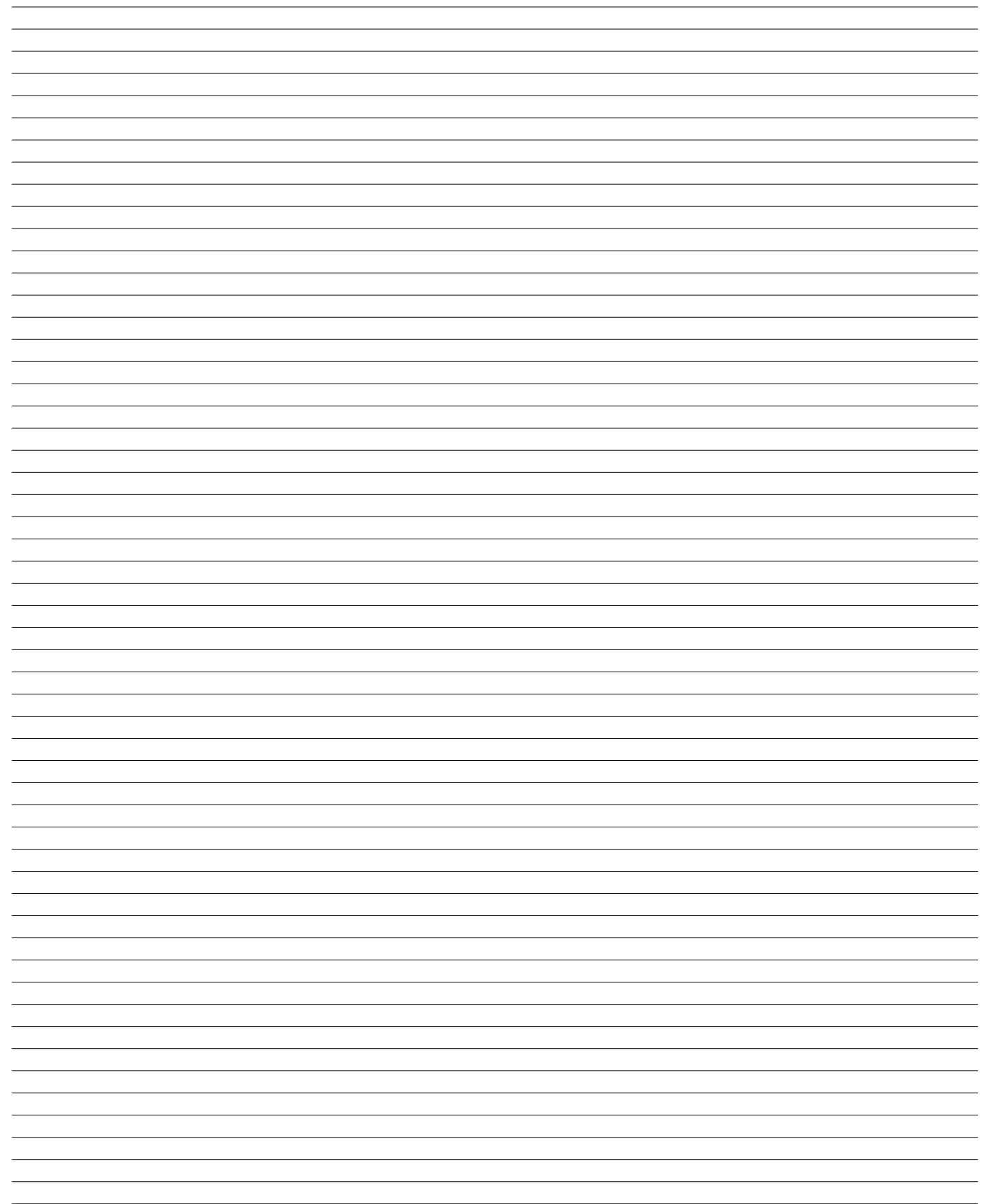
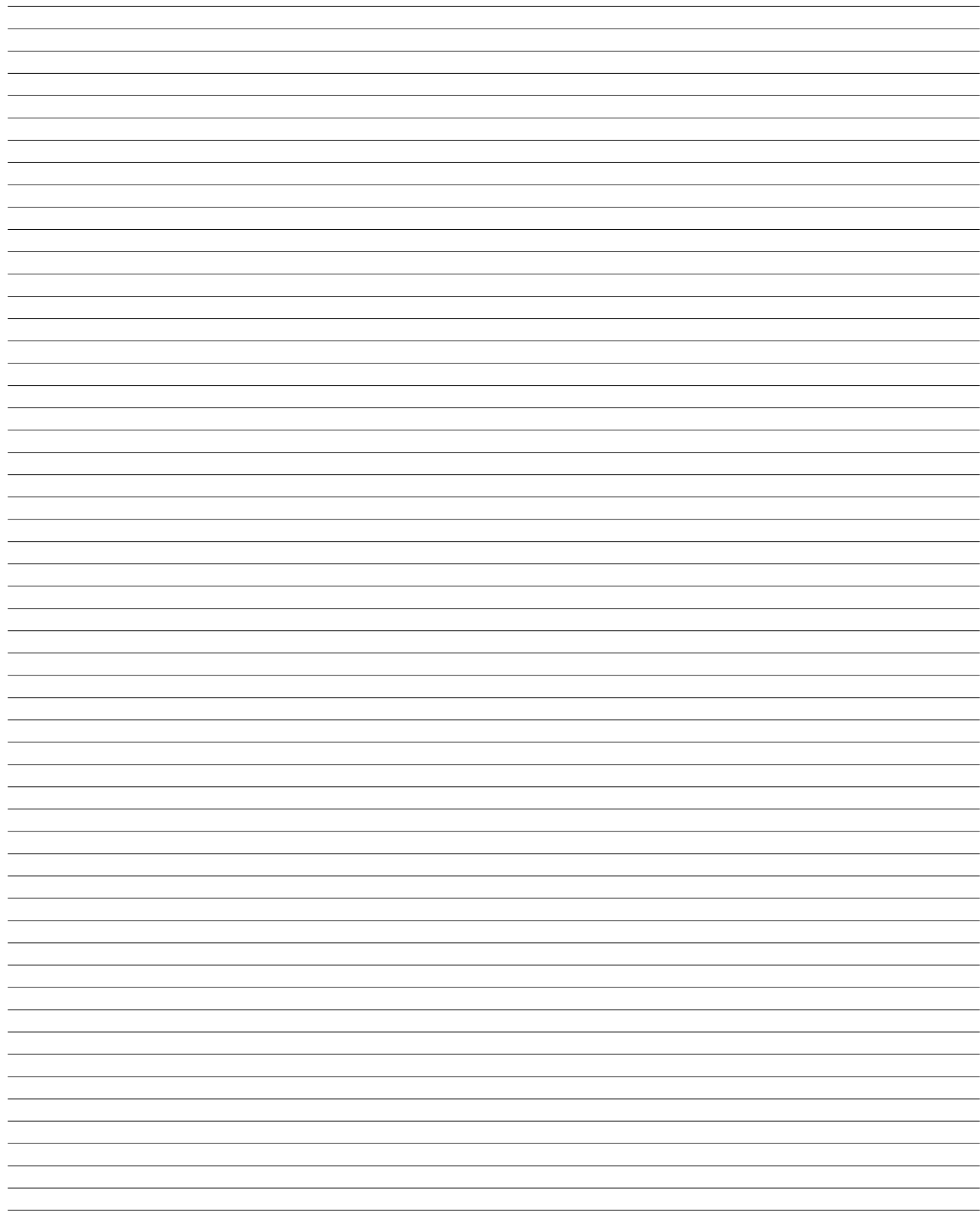
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INDEX

1-100:		Dutch Design Cowboys	p. 34	Meta Products	p. 32	Think Like an Engineer, Don't Act Like One	p. 35
1 to 1 The essence of Retail Branding and Design	p. 29	Dynamic Identities	p. 33	Mezza Card Game	p. 38	This Human	p. 29
23 Innovations in Digital Communication	p. 29	E:		Modular Structures in Design and Architecture	p. 34	This is a Good Guide - for a Sustainable Lifestyle	p. 36
7 Principles to Complete Co-Creation, The	p. 29	Eccentric Structures in Architecture	p. 34	Mozaa	p. 38	This is my Berlin	p. 37
75 Tools for Creative Thinking	p. 31	Eat Your Heart Out	p. 39	Museum Art Cards	p. 36	This is my London	p. 37
A:		Empathy Game, The	p. 38	Music Thinking Jam Cards	p. 30	This is my New York	p. 37
Anthon Beeke It's a Miracle!	p. 33	Event Design Handbook	p. 30	My Photography Game	p. 38	This is my Paris	p. 37
Augmenting Alice	p. 32	Exceptionally Simple Theory of Sketching, The	p. 33	My Photography Toolbox	p. 38	To Don't List	p. 35
Are We There Yet?	p. 30	F:		N:		Transformations: 7 Roles to Drive Change by Design	p. 32
Art Is Everywhere	p. 36	Fast Guide to Accessibility Design, The	p. 34	Never Leave the House Naked	p. 37	Trashures	p. 36
Art of Parenting, The	p. 37	Fast Guide to Architectural Form, The	p. 34	Never Photograph People Eating	p. 37	Type Tricks	p. 33
B:		FIZZ	p. 36	Never Touch a Painting When It's Wet	p. 37	V:	
Bio-Structural Analogues in Architecture	p. 34	Food Futures	p. 36	Never Use More Than Two Different Typefaces	p. 37	Vision in Product Design	p. 32
Blue is the New Black	p. 31	Football Baby Names	p. 37	Never Use Pop Up Windows	p. 37	Visual Doing	p. 31
Book of Do-ness, The	p. 36	Form of Design, The	p. 32	Never Use White Type on a Black Background	p. 37	Visual Doing Workbook	p. 31
Branded Protest	p. 29	Frame Your Imagination	p. 35	Notes on Design	p. 32	Visual Thinking	p. 30
Brand Memory Game	p. 39	Framing Play Design	p. 33	Not Invented Here	p. 30	Visual Thinking Workbook	p. 30
Brand the Change	p. 29	From Selling to Co-Creating	p. 29	Numbers Game	p. 38	W:	
C:		Free Your Mind	p. 39	O:		What Are They Saying About You?	p. 35
Can You See What I See Memory Game	p. 39	F***ing History of Swearing, The	p. 36	Old Masters Memory Game	p. 38	When the Box is the Limit	p. 31
CEX Sells	p. 29	G:		Once Upon a Time I Was...	p. 35	Worlds of Wonder	p. 30
Change Ahead	p. 29	Get Agile	p. 31	Once Upon a Time I Wanted to Be...	p. 35	Work Hard Play Harder	p. 34
Co Lab: Collaborative Design Survey	p. 32	Good Services	p. 30	Once Upon a Time I Went...	p. 35	Write Nothing in here	p. 37
Collage Memory Game	p. 38	Graduation Guide for Design Students	p. 34	Operative Design	p. 34	Y:	
Composing Architecture & Interior Design	p. 34	Grids	p. 40	Optical Illusions Game	p. 38	You Are What You Eat Memory Game	p. 39
Computational Architecture	p. 34	H:		P:		Your Work and Your Life	p. 35
Concept Code	p. 29	Hidden Persuasion	p. 30	Performative Geometries	p. 34		
Conditional Design	p. 34	Holey Bible	p. 36	Philographics	p. 36		
Connect	p. 32	Hotchpotch	p. 33	Pitching Ideas	p. 31		
Connecting	p. 31	Home Made Food Notebook	p. 36	Pixel Art Game - Café Terrace at Night	p. 38		
Contrarian Branding	p. 29	How to Be a Better Tourist	p. 36	Pixel Art Game - The Milkmaid	p. 38		
Convivial Design Toolbox	p. 29	How to Have Your Cake and Eat It Too	p. 30	Politics of Design, The	p. 32		
Create to Conquer	p. 36	How to Research Trends	p. 29	Pregnancy Cookbook	p. 36		
Creative Chef	p. 36	How to Research Trends Workbook	p. 29	Products that Flow	p. 32		
Creative Chef Postcards	p. 39	How to Survive the Organizational Revolution	p. 29	Products that Last	p. 32		
Creative Content Kit	p. 31	How to Visit an Art Museum	p. 36	R:			
Creative Thinkers Exercise Book	p. 36	I:		Reading Letters	p. 33		
Creative Thinkers Connection Memory Game	p. 38	Identity Colour Codes	p. 33	Read Nothing in Here	p. 37		
Creative Personal Branding	p. 31	Innovation Expedition, The	p. 30	Robot Memory Game	p. 38		
Creativity +	p. 36	Innovation Matrix, The	p. 30	S:			
Creativity in Business	p. 30	Innovation Maze, The	p. 30	Save the Humans!	p. 36		
Creativity Works!	p. 36	Innovative Architecture Strategies	p. 34	Secret of the Highly Creative Thinker, The	p. 31		
Creatures of Creativeland	p. 39	Inspiration	p. 34	Service Innovation Handbook, The	p. 30		
Culture Sensitive Design	p. 32	Inspiration for Innovation	p. 30	Seven Laws of Guaranteed Growth, The	p. 29		
D:		Inspired by Method	p. 33	Shaping Text	p. 33		
Dare to Ask	p. 31, p. 36	K:		Simplicity: A Matter of Design	p. 32		
Dear Fashion Diary	p. 36	Know Your Onions - Corporate Identity	p. 33	Sketching	p. 33		
Delft Design Guide	p. 33	Know Your Onions - Graphic design	p. 33	Sketching: The Basics	p. 33		
Designer As..., The	p. 32	Know Your Onions - Web design	p. 33	Sketching: Product Design Presentation	p. 33		
Designing Diagrams	p. 33	L:		Social Climber's Handbook, The	p. 36		
Designing for the Common Good	p. 32	Lay Your Cards on the Table	p. 38	Spontaneous City, The	p. 34		
Designing With(in) Public Organisations	p. 32	Linjaa	p. 38	Startup Game, The	p. 38		
Design My Privacy	p. 32	Little Creative Thinker's Connection Dominoes	p. 35, 38	Storytelling on Steroids	p. 29		
Design Roadmapping	p. 29	Little Creative Thinker's Exercise Book	p. 31, 35	Strategic Design	p. 32		
Design.Think.Make.Break.Repeat	p. 33	Logo Life	p. 33	Street Art Memory Game	p. 39		
Design Transitions	p. 32	Logo RIP	p. 35	Street Style III	p. 38		
Different Brains, Different Approaches	p. 30	LOIS Logos	p. 33	Sustainist Design Guide	p. 32		
Digital Manufacturing in Design and Architecture	p. 34	M:		T:			
Digital Metrics Field Guide, The	p. 29	Make Design Matter	p. 32	Thinking in Services	p. 30		
Dilemmarama - Happy Edition	p. 39	Mastering The Art of Negotiating	p. 29	Think Like a Designer, Don't Act Like One	p. 35		
Dilemmarama The Game	p. 38	Medium is the Message, The	p. 37	Think Like a Lawyer, Don't Act Like One	p. 35		
Divergent Convergent Thinking Book, The	p. 31, 37			Think Like a Manager, Don't Act Like One	p. 35		
Do-It-Yourselfie Guide, The	p. 36			Think Like an Artist, Don't Act Like One	p. 35		
Don't Buy This Book	p. 31						
Don't Do This - Game	p. 31, 35, 38						
Don't Eat the Yellow Snow	p. 36						
Don't Read his Book	p. 31, 35						
Don't Talk, Just Kiss	p. 36						





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