

FALL 2024



CREATIVE MINDS INSPIRE OTHERS

BISPUBLISHERS

IF YOU DON'T SAVING THE WORLD BY DOING NOTHING



November 2024
9789063697006
\$ 22
Paperback
148 x 210 mm
200 Pages

A little book about the big and overwhelming issues humanity is dealing with. Taking economics as a surprising stepping stone, it connects the dots between essential developments in science, history, sociology, technology, design and culture. It is not a book about terrifying numbers, but about key stories from our past and present and how they affect our future. How do we as creatives help create the world we want?

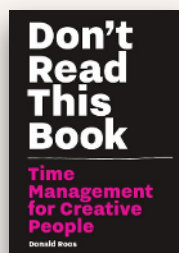
The 'ToDon'tList-Method', which featured in this book's two predecessors, unveils a surprising truth: sometimes, the best action is inaction. This book gives you insight into how simple choices affect the manner in which we designed and can redesign our world. As a creative, you could have a greater effect not by adding more, but by thoughtfully subtracting.

You may not be able to change the world completely, but there are things you can control. This book gives the creative reader an easy-to-apply philosophy that helps them make choices. Sometimes, the outcome may be that it's best to do nothing – if you want to save the world.

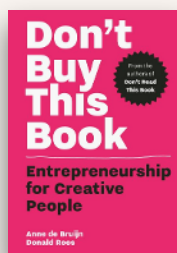
DONALD ROOS

- ▶ Donald Roos is a creative entrepreneur based in Amsterdam. Trained as a (typo)graphic designer, he sets up and runs projects with other professionals from different fields. Like many creatives, he has too much to do, and too many ideas – which is why he came up with the ToDon'tList-Method.
- ▶ This is Donald's third book together with co-writer Anne de Bruijn. They previously published Don't Read This Book and Don't Buy This Book.

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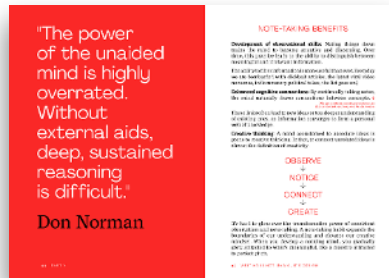
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Game
€ 16,99



9789063696399
Paperback
€ 19,99

WRITING IS NOT MAGIC, IT'S DESIGN

THE DESIGNER'S GUIDE TO WRITING AND SUPERCHARGING CREATIVITY



October 2024
 9789063696979
 \$ 26
 Paperback
 140 x 210 mm
 200 Pages

Designers are visual thinkers: they are used to sketches, not drafts, and rely on visuals instead of words. As a result, writing is a strange skill for a designer, leading to blank-page anxiety and procrastination. But no more!

The book addresses this issue with a writing method that fits how designers think. The method guides them in clarifying thoughts, breaking down complex ideas into manageable pieces, and using writing to spark new ideas. Writing is a communication problem at its core: the writer knows something the reader doesn't and must show it using words. So, like design, writing should be simple, clear, and precise. But the book's benefit extends beyond effective communication. By mastering the craft of writing, designers shape more than just sentences; they shape thoughts. Writing is a journey into harnessing the human mind's ability to generate insights. Writing looks like a skill, but it's really a creative superpower.

JOÃO BATALHEIRO FERREIRA

- ▶ João Ferreira is a designer and professor interested in creativity, learning, and communication design. He is an assistant professor at IADE—Faculty of Design, Technology and Communication in Lisbon. João holds a PhD in Design from the Delft University of Technology.
- ▶ He is an expert in how designers learn, which helped him create a writing method tailored to how designers think. His research has been published in international peer-reviewed journals such as The Design Journal and She Ji: The Journal of Design, Economics, and Innovation.

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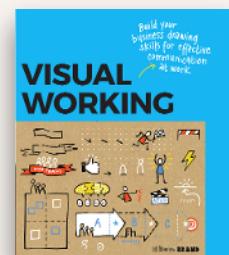
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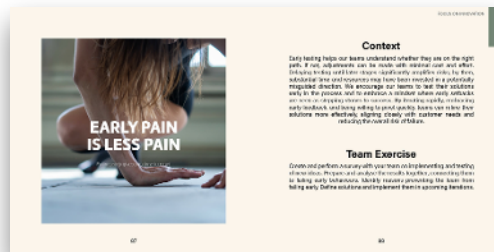
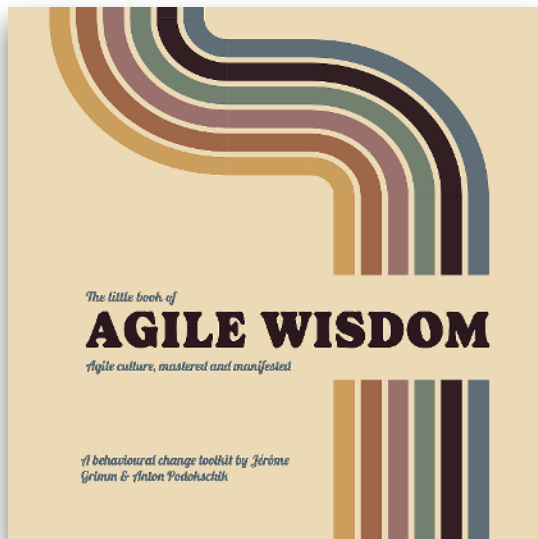
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THE LITTLE BOOK OF AGILE WISDOM

AGILE CULTURE, MASTERED AND MANIFESTED



October 2024
 9789063696986
 € 22
 Paperback
 150 x 150 mm
 160 pages

Agile practices have become the backbone of large companies, but Scrum Masters often grapple with the challenge of establishing and sustaining high performance. That's where this book comes in: **The Little Book of Agile Wisdom** is a distinctive and practical guide tailored for Scrum Masters and passionate Agile practitioners. Within its pages, you'll encounter 66 carefully selected quotes organized into six thematic areas. Each quote is complemented by an appropriate image and interpretation, enriched by the author's own experiences. Additionally, every quote is accompanied by a hands-on team exercise, bridging the gap between theory and tangible outcomes.

Consider this book your secret weapon for fostering a thriving Agile culture within your team. It is designed for easy consumption, allowing you to absorb valuable insights at your own pace, making it an indispensable resource for your Agile journey.

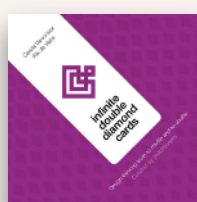
ANTON PODOKSCHIK & JÉRÔME GRIMM

- ▶ Jérôme Grimm and Anton Podokschik are Agile Transformation and Leadership Advisors with projects on multiple Fortune500 companies, such as Siemens, Volkswagen, or Roche Group and many more. They work and live in Zurich Switzerland and together they have more than 20 years Agile consulting experience.
- ▶ They are passionate ambassadors for an Agile Mindset and the necessary cultural change. Jérôme is actively engaged in facilitating training sessions and workshops on a range of Agile topics.

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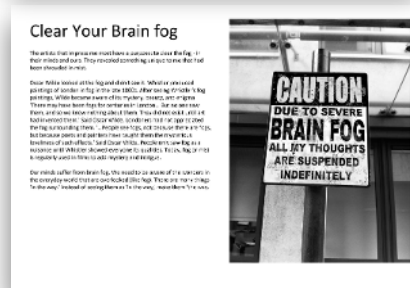
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LIE LIKE AN ARTIST

COMMUNICATE SUCCESSFULLY BY FOCUSING ON ESSENTIAL TRUTHS



October 2024
9789063697075
\$ 22

Paperback
148 x 210 mm
124 pages

Lie Like an Artist is about mastering the art of communication, drawing inspiration from how artists convey profound truths in engaging and memorable ways.

This book addresses a common challenge: the frustration that comes from miscommunication. By adopting the techniques of artists – who expertly dramatize and exaggerate to capture attention and convey messages – you'll learn to clarify your thoughts and express your ideas in ways that truly resonate and stick in people's minds.

A perfect guide for anyone aspiring to elevate their communication skills, the book invites you to transform the way you express your thoughts and ideas, reshaping your communication into an art form.

ROD JUDKINS

- ▶ Rod Judkins is a lecturer at Central Saint Martins in London. He has lectured on the subject of creativity at universities and to businesses around the world. Trained at the Royal College of Art, he has exhibited at galleries including Tate Britain, the National Portrait Gallery and the Royal Academy.
- ▶ He is author of the books *Make Brilliant Work* and *The Art of Creative Thinking*, which is an international bestseller and has been published in fifteen languages.

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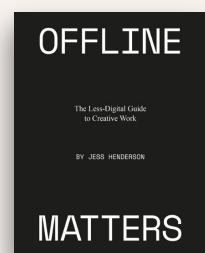
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THE BRAND POWER MANIFESTO

A CREATIVE ROADMAP FOR FEMALE ENTREPRENEURS



October 2024
 9789063697020
 \$ 25
 Paperback
 166 x 231 mm
 180 Pages

Are you a female entrepreneur aiming to reach your highest potential? Then this is the book you need! Authored and designed by Abigail and Chloe Baldwin—dynamic twin sisters and successful business owners—this book unveils a unique roadmap to building confidence and a strong personal brand.

Drawing from their own entrepreneurial journey, the Baldwins intertwine personal anecdotes with a practical branding framework. Emphasizing teamwork, personal growth, and strategic business development, it offers ten actionable strategies for women to enhance their brand and elevate their business. Follow their framework, and you're not just boosting your profile—you're transforming your revenue.

ABIGAIL BALDWIN & CHLOÉ BALDWIN

- ▶ Chloé and Abigail Baldwin are twin sisters and the co-founders behind the creative studio Buttercrumble. They were graduates and scholars of the University of Leeds and selected as 100 to Watch by The Telegraph. They are promoting entrepreneurship and creativity and do so with the support of organisations like the British Library, IPSE, and National Saturday Club.
- ▶ Their specialist blend of design, illustration, and strategy helps community-sensitive brands become the go-to choice for their audience, and authority in their industry. They are speakers and advocates for the creative industry. Abigail has also been quoted in The Telegraph, Modern Work, and Forbes.

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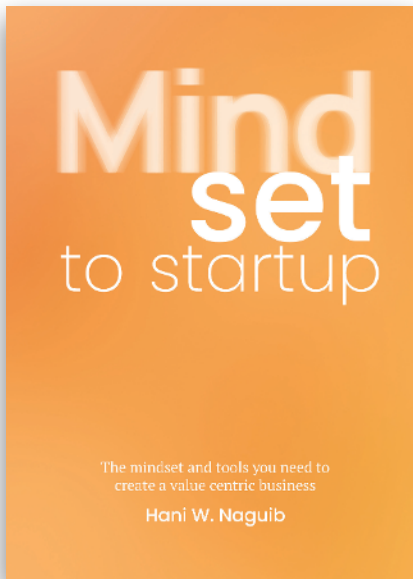
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MINDSET TO STARTUP

THE MINDSET AND TOOLS YOU NEED TO CREATE A VALUE-CENTRIC BUSINESS



November 2024
9789063697143
€ 30

Paperback
165 x 240 mm
240 pages

In Mindset to Startup, you'll go on an enlightening journey that transcends the conventional boundaries of entrepreneurship. Naguib invites readers to explore the true essence of entrepreneurship, going beyond the pursuit of profit. With insights drawn from 10,000 hours of mentoring founders, Naguib offers a highly experienced perspective, emphasizing the significance of value literacy to attain tangible progress on the uncertain journey of entrepreneurship.

The book delves into the latent entrepreneur within each of us. Using real-life examples, Naguib illustrates how the entrepreneurial journey isn't merely a binary tale of success or failure but a continuous path of growth. By interweaving the entrepreneurial mindset with practical startup guidance, he presents a completely new and revolutionary approach to entrepreneurship: the Braided Journey.

This book is like a warm conversation with a trusted mentor, making it a valuable resource for aspiring founders, seasoned entrepreneurs, and mentors alike. Explore the profound essence of entrepreneurship and its potential to make a meaningful impact in the world.

HANI W. NAGUIB

- ▶ Hani W. Naguib, a Cairo-based Evidence-Based Entrepreneurship expert, has over a decade of experience and notable collaborations with organizations like IFC and EIT Climate-KIC. Awarded African Ecosystem Hero of 2023, he has dedicated over 10,000 mentoring hours to startups globally.
- ▶ Apart from mentoring, he lectures at ESLSCA Business School, speaks at The American University in Cairo, and contributes to the EU MC2 Project.
- ▶ Hani is a renowned keynote speaker at events including TEDx and Startup Grind, widely recognized for his commitment to fostering entrepreneurial talent.

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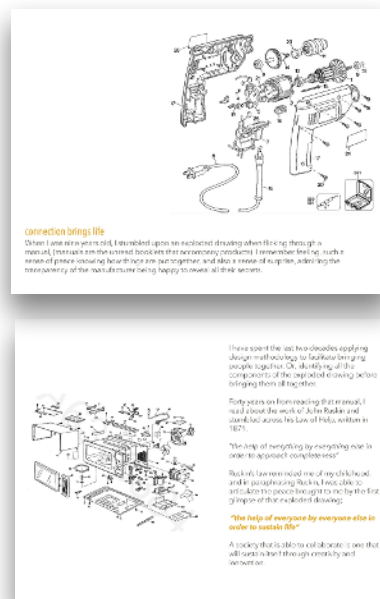
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SOCIETY DRIVEN DESIGN

CO-CREATING BRIGHTER FUTURES



October 2024
9789063696900
\$ 25,99

Paperback
148 x 210 mm
200 Pages

Are you interested in making a positive social impact? In his book **Society Driven Design** Judah Armani explains the role of design in community development and the designer's role in social change.

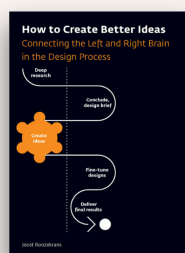
Based on Armani's decades-long experience in social innovation, the book offers a framework for cultivating the conditions for social change. Armani is a designer and educator who draws from almost twenty years of co-creating with people who are homeless, incarcerated, or on probation. He believes that everyone has the potential to make better choices, and he sees the design process as a powerful tool for empowerment. His book is a reflection of his journey, and with it, he aims to empower a broader community to make better choices through design.

Are you a service designer, social entrepreneur, innovation lead at a charity, or policymaker interested in making a positive social impact? **Society Driven Design** teaches you how design can foster social change and community development.

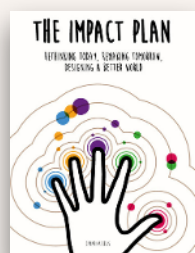
JUDAH ARMANI

- ▶ Judah Armani is adjunct professor of design at the Royal College of Art and Rhode Island School of Design.
- ▶ His work has been recognized with several prestigious awards, including the iF Global Impact Award, NatWest Social Enterprise of the Year, Big Issue Changemaker, London Design Award Gold winner and recipient of the Sit Misha Black Award for Innovation in Design Education.

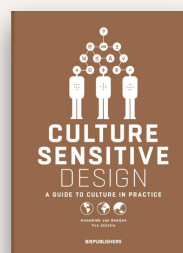
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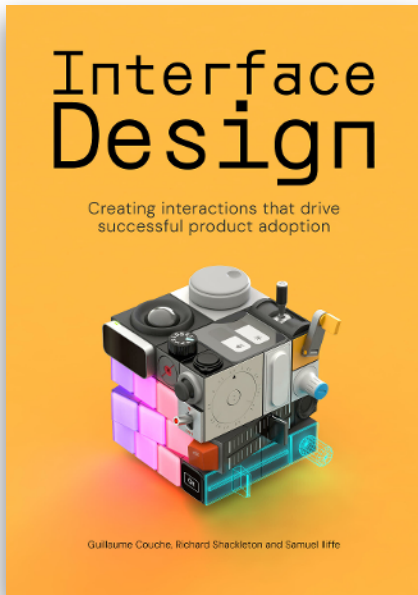
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INTERFACE DESIGN

CREATING INTERACTIONS THAT DRIVE SUCCESSFUL PRODUCT ADOPTION



Today, the computer isn't just a tool; it's a part of our lives. It's not just about the destination but also about the journey. The book, with its focus on the user's experience, offers a unique perspective on how to design interfaces that are not only functional but also enjoyable. It's a must-read for anyone interested in the future of user interface design.

'users are not solely concerned with the destination but also with the journey'



November 2024
9789063697105
\$ 29,99

Paperback
148 x 210 mm
228 pages

As we enter an era where AI and sensor-driven interfaces redefine our interaction with technology, **Interface Design** emerges as an indispensable guide for crafting physical and digital interfaces. This book transcends mere technicalities, offering a unique conceptual approach to discussing and designing user interactions – an invaluable asset for those looking to innovate in the field.

Beginning with foundational principles, the book delves into practical case studies and explores future trends, particularly the evolving role of AI in design. It's a crucial read for product designers, engineers, software developers, students, and professionals looking to understand the nuanced balance of control in device design and the intent behind user interfaces.

In essence, **Interface Design** serves as a powerful lens to view and shape the future of interaction. It challenges and inspires a broad range of designers to create interfaces that resonate with users and adapt to the dynamic landscape of technology.

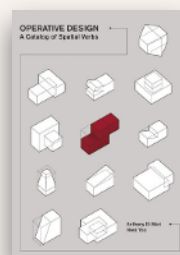
GUILLAUME COUCHE, RICHARD SHACKLETON AND SAMUEL ILIFFE

- ▶ Guillaume Couche: Lecturer at the at the Royal College of Art and Dyson School of Design Engineering. Co-founder of Wolf in Motion design agency, ranked #1 design agency for User Experience in the iF World Design Index. Winner of multiple design awards.
- ▶ Richard Shackleton: 25 years of experience leading strategy, innovation and product design at leading creative technology companies. Partner at Wolf in Motion design agency.
- ▶ Samuel Iliffe: Former Design Researcher in Residence at the Design Museum London. Co-created a course in interaction design for Imperial College. Works at Wolf in Motion design agency.

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€ 19,99

AI-ASSISTED ARCHITECTURAL DESIGN

GENERATIVE FORM-FINDING METHODS BY USING ARTIFICIAL INTELLIGENCE



November 2024
 9789063697044
 € 16,99

Paperback
 105 x 150 mm
 160 Pages

Generative Artificial Intelligence (AI) tools are currently making a dynamic appearance in the architectural realm. Social media are being bombarded by word-to-image/image-to-image/word-to-3D/image-to-3D illustrations of fictive buildings generated by 2D or 3D AI algorithms. However, these 'designs', while visually appealing, have initiated a debate about their substance and the impact they have on conventional design methods. This book investigates the integration of generative ai-assisted methods into architectural design education and practice, its influence on design aesthetics, and its potential to enhance creativity and critical thinking in the architectural community.

The book highlights the advantages and challenges of the utilisation of AI image generator tools in the architectural design process. It includes 10-12 hands-on case studies on how AI can contribute to a creative design process as well as handbook instructions on how to utilise AI in order to achieve the required results.

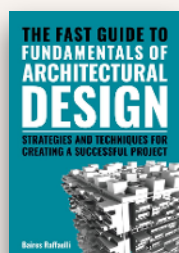
ASTERIOS AGKATHIDIS

- ▶ Asterios Agkathidis studied architecture in the AU Thessaloniki and the RWTH Aachen, completing his postgraduate studies in Advanced Architectural Design at the Staedelschule Architecture Class.
- ▶ He founded the architecture and research laboratory a3lab Frankfurt-Thessaloniki. His work has been published, awarded and exhibited. Today he holds a Lectureship at the University of Liverpool.

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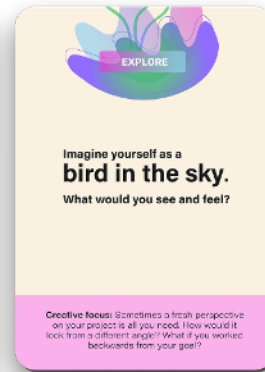
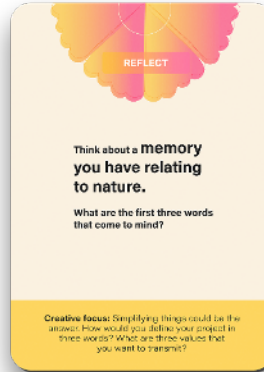
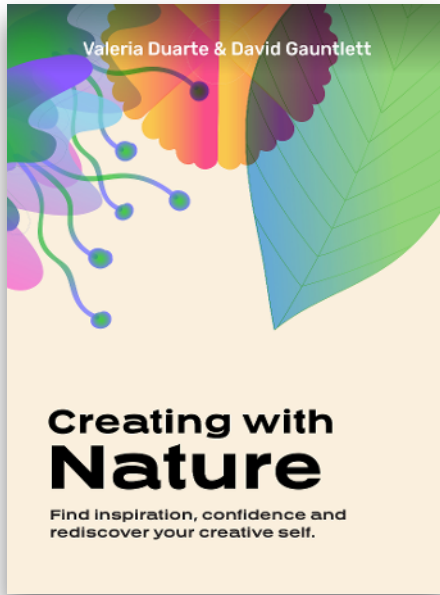
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CREATING WITH NATURE

FIND INSPIRATION, CONFIDENCE AND REDISCOVER YOUR CREATIVE SELF



November 2024
9789063697082
\$ 22
Card deck
98 x 133 mm
54 Cards

Creating with Nature is a thoughtfully designed deck of cards, crafted to ignite new ways of thinking and doing by reconnecting with the natural world. Nature's role in enhancing creativity and wellbeing has been recognized for centuries, but is more crucial now than ever before. This deck is an invitation for artists, creators, and problem solvers to reconnect with the outdoors, nurture their creative selves, and view creative challenges in a fresh light.

Whether you're tackling a specific project, seeking to break through a creative block, or guiding a brainstorming session, Creating with Nature offers invaluable inspiration. It's not just for structured projects; these cards can also be integrated into daily life, serving as a tool to create moments of reflection, rejuvenation, and care for your creative spirit.

VALERIA DUARTE & DAVID GAUNTLETT

- ▶ Valeria Duarte is a researcher and creative manager based at the Creativity Everything lab at Toronto Metropolitan University. She has worked closely with artists and creators both in and out of academia, and develops alternative learning spaces and platforms for artists and creatives.
- ▶ David Gauntlett is Canada Research Chair in Creative Innovation and Leadership in The Creative School, Toronto Metropolitan University. He is the author of ten books, including Making is Connecting (2011) and Creativity (2022), and has made a number of popular online videos, music and playthings.

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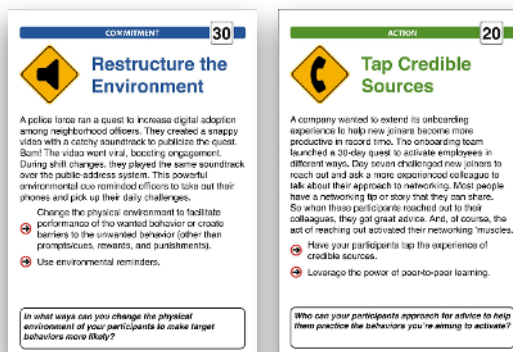
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Book & Cards
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TRANSFORMATION TACTICS

DESIGN PRINCIPLES FOR CHANGING MINDS AND BEHAVIORS



November 2024
9789063697013
\$ 26
Card deck
118 x 162 mm
48 Cards

With a startlingly low success rate in organizational change programs, there's a clear need for a more effective approach.

Introducing: **Transformation Tactics**, a deck of 48 cards designed to help organizations activate their people and achieve transformational change.

The cards are based on eight design principles for activation that have been developed and refined by the authors over three decades of work with companies around the world. Each card includes a title, a story to bring the tactic to life, guidance for applying the tactic to a change program, and a question to spark conversation and inspire breakthrough solutions.

The cards can be used in a variety of settings, including change management team meetings, brainstorming sessions, and design workshops. The toolkit is a must-have guide for Change Practitioners, Learning Experience Designers, Team Managers, and Visionary Leaders.

BARRY KAYTON & PATRICK KAYTON

- ▶ Barry Kayton and Patrick Kayton are brothers and the founders of Cognician, an award-winning employee activation consultancy with teams in South Africa, The Netherlands, the UK, and the USA.
- ▶ They have designed and delivered more than 2500 change and transformation projects for organizations from San Francisco to Singapore, partnering with some of the worlds largest management consultancies. The authors are also fellows of the Unreasonable Group, a network of more than 400 founder-led companies.

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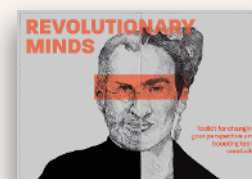
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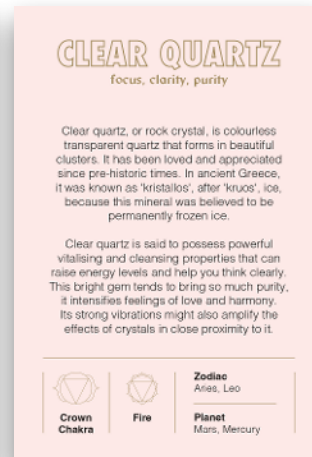
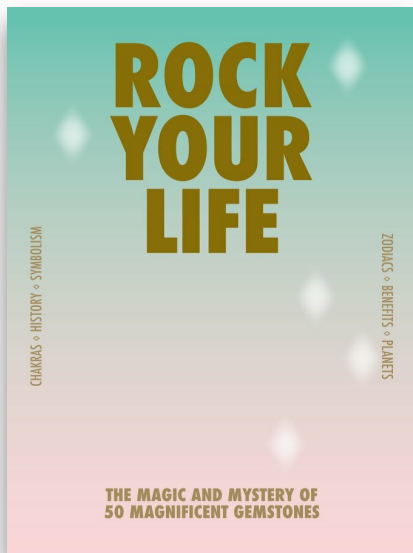
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Toolkit
€ 23,99

ROCK YOUR LIFE

THE MAGIC AND MYSTERY OF 50 MAGNIFICENT GEMSTONES



October 2024
9789063697051
\$ 20

Card deck
118 x 162 mm
50 cards

Get ready to rock your world with 'Rock your Life,' a virtual treasure trove of geological fun and facts. The card deck consists of 50 cards, with each card spotlighting a different stone's story, from ancient lore to modern marvels.

For instance, did you know that obsidian was a portal to the supernatural for the Maya? Or that ancient Greeks believed clear quartz to be solidified ice? Or that amber has been used as a medicine for over 12,000 years?

Whatever qualities of precious stones you admire most, this deck of cards certainly has some new insights for you. The deck comes with a specially designed leaflet with even more background info. In short, the perfect gift for gem enthusiasts, budding geologists, or anyone who loves a good adventure.

LILIAN VAN DONGEN TORMAN

- ▶ Lilian van Dongen Torman works as a graphic designer, editor, and artist. She studied Media Management and worked in publishing for as long as she can remember.
- ▶ She previously created Street Art Memory Game and designed a range of books and memory games for BIS Publishers. She has a small gemstone obsession.

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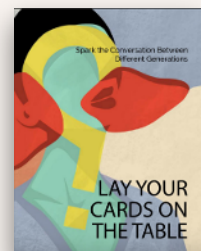
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Card Deck
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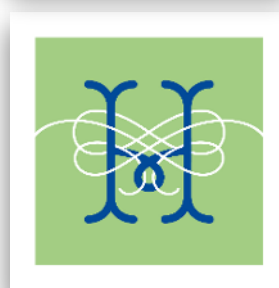
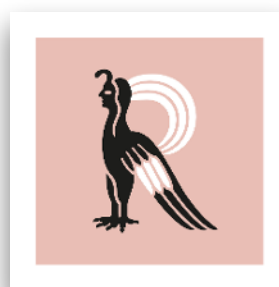


9789063695804
Card Deck
€ 19,99



9789063695651
Card Deck
€ 15,99

PLAYFUL TYPE MEMORY



October 2024
9789063697112
\$ 17,99

card deck
145 x 75 mm
58 cards

Step into the world of typography with **Playful Type Memory**, a one-of-a-kind memory game where fonts are the stars of the show!

It's three challenges in one: match distinctive letters, pair typefaces, or spell out words with stylish letterboxes. The box includes a leaflet with information about the classification of all fonts.

Playful Type Memory is perfect for families seeking a fun and educational pastime and a treasure trove for font aficionados.

ANJA BRUNT

- ▶ After graduating Artez (University of Arts), where her graduate project focused on using educational design to teach school children the concept of 'Time', Anja Brunt has gone on to have a long and successful career in the creative sector. Over her 20 years in the field, she has worked with two creative agencies, been featured in major design magazines, and has launched a successful freelance career.
- ▶ Alongside publishing her own work, Anja spends much of her free time teaching creative workshops for children, continuing the work she started all the way back in her undergraduate program. She currently lives and works in Amsterdam.

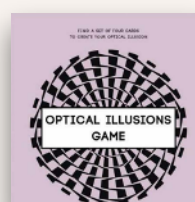
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