



Watches Tell More Than Time: Product Design, Information, and the Quest for Elegance

Del Coates

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From Audis to iMacs, Beetles to palm-tops, the design secrets behind some of the biggest business success stories of all times

"Del Coates has written a definitive playbook for product managers on how to cultivate winning design leadership strategies." Betty Baugh, President of the Industrial Designers Society of America

In *Watches Tell More Than Time*, awardwinning designer and mentor Del Coates explains the importance of product design for businesspeople and other nondesigners. From an explanation of the physiology of our responses to product design, to secrets of achieving harmony and elegance, to the impact of computer-assisted modeling on modern design, Coates covers the topic from every angle, using real-life product design case studies to illustrate his points. A lively and accessible exploration of the fascinating world of product design, written by an internationally acknowledged master, *Watches Tell More Than Time* will appeal to managers and executives, marketing professionals, and design junkies interested in the subject.

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