Just Enough Research Erika Hall

Just enough research-Erika Hall 2013 In Just Enough Research, co-founder of Mule Design Erika Hall distills her experience into a brief cookbook of research methods. Learn how to discover your competitive advantages, spot your own blind spots and biases, understand and harness your findings, and why you should never, ever hold a focus group. You'll start doing good research faster than you can plan your next pitch. Erika Hall has been working in web design and development since the late 20th century. In 2001, she co-founded Mule Design Studio where she directs the research, interaction design, and strategy practices.

Just Enough Research, 2nd Edition-Erika Hall 2019 Good research is about asking more and better questions, and thinking critically about the answers. Done well, it will save your team time and money by reducing unknowns and creating a solid foundation to build the right thing, in the most effective way. Erika Hall distills her experience into a guidebook of trusted research methods you can implement right away, no matter what size team you're on or budget you're working with. Learn how to discover your competitive advantages, spot your own blind spots and biases, understand and harness your findings, and why you should never, ever hold a focus group. You'll start doing good research faster than you can plan your next pitch.

Google創投認證！SPRINT衝刺計畫-Google創投團隊 2016-07-29 Google創投認證！Google最實用的工作方法 所有產業、所有規模的企業甚至個人都適用！ SPRINT衝刺計畫——5天5步驟的高效率工作流程 讓你迅速解決難題、測試新構想、完成更多任務，還能加快工作速度！「如果六年前我回國開始做新事業時就有這本書的話，今天我的成就一定會比現在高很多。」——翟本喬｜和沛科技總經理《紐約時報》暢銷書｜AMAZON網路書店暢銷書｜《華爾街日報》暢銷書《Inc.》雜誌推薦2016年必讀商業書 AMAZON讀者★★★★★推薦 ●Gmail、Google Search、Google X、Chrome……等知名產品的各種項目，都通過了「衝刺計畫」的考驗！ ●眾多優秀的新創企業創辦人都曾經參與「衝刺計畫」，包括：23andMe創辦人沃西基（Anne Wojcicki）、Twitter／Blogger／Medium創辦人威廉斯（Ev Williams），以及YouTube創辦人赫利（Chad Hurley）與陳士駿……等。 ●Google創投（GV）利用「衝刺計畫」，檢驗超過100家新創公司的商業構想、解決了營運上的種種難題，包括：藍瓶咖啡（Blue Bottle Coffee）、Nest、Flatiron Health和 Medium……等，涵蓋各種類型的公司，從醫療、保健、金融到零售業者都不例外。「SPRINT衝刺計畫」，是由Google創投（Google Ventures，簡稱GV）的三位設計合夥人研發的一個獨特的5天5步驟流程，說明如何藉由設計、建立原型和與邀請顧客實地檢驗構想，快速解決各種商業上的難題。 GV投資的新創企業每天都面對許多大問題，例如：哪些地方最值得集中努力？如何開始努力？這些構想在現實中看起來會如何？要經過多少次會議和討論，才能確定問題已經有正確的解決方案？企業主和投資人總是希望他們的公司和領導階層有能力回答這些問題，而且是快速回答。現在，我們有一種確定可以解決這些問題和檢驗解決方案的方法了——正是「SPRINT衝刺計畫」。設計師傑克．納普（Jake Knapp）在Google工作時，創造了一種獨特的問題解決方法，他稱之為「衝刺計畫」（sprint）——為期五天、可以幫助企業回答關鍵問題的一種流程。Google把這個「衝刺計畫」，應用在Google Search、Gmail、Chrome、Google X的各種項目上。納普加入GV後，與設計師暨合夥人布雷登．柯維茲（Braden Kowitz）和約翰．澤拉斯基（John Zeratsky）結為夥伴；他們兩人曾參與YouTube和Gmail等產品的工作。於是，三人針對GV投資的公司做過超過一百次的衝刺計畫，包括藍瓶咖啡（Blue Bottle Coffee）、Nest、Flatiron Health和 Medium等。他們親眼看到，衝刺計畫可以幫助所有類型的公司克服難題，從醫療、保健、金融到零售業者都不例外。更棒的是，衝刺計畫並不是只能用來開發產品，也可以用於排定優先次序、研擬行銷策略，甚至是替公司命名。超過百次的實證證明，衝刺計畫一次又一次地凝聚團隊，並賦予各種構想生命力。本書提供回答商業問題的實用指南，適合任何規模的團體，從小型新創企業到財星百大公司（Fortune 100），從教師到非營利組織都適用。任何人有大機會、大問題或大構想，而且必須迅速找到答案，都能從這本書獲得幫助。

点石成金-克鲁格 2006 本书作者根据多年从业经验,剖析用户心理,在用户使用的模式、扫描设计、导航设计、主页布局、可用性测试等方面提出了独特观点。

精準預測:如何從巨量雜訊中，看出重要的訊息?-奈特．席佛 (Nate Silver) 2013-09-06 2008年美國總統大選，他成功預測歐巴馬勝選。 50州個別選舉結果，49州預測正確。 35席參議員的勝選者，則全部猜對。 2012年，他再次成功預測歐巴馬勝選，這次，50州全部命中。他開發的棒球預測系統精準無比，被知名棒球評論媒體收購。他個人更曾運用統計預測的專才，在德州撲克賭局賺進上千萬元。他是奈特．席佛，美國當代最受矚目的統計與預測鬼才，首次公開精準預測的黃金法則，告訴你為什麼有些預測會成功、有些會失敗? ★出版三個月穩居亞馬遜書店銷售總榜前20 名、商業理財類第1名、政治社會科學類第1名★《紐約時報》暢銷書排行榜前10名★榮登亞馬遜書店2012年度「非文學類」第1名★獲選為亞馬遜書店編輯嚴選2012年度商「商業類」最佳書籍★獲選《華爾街日報》2012「十大最佳非文學類好書」★《紐約時報》書評盛讚：「10年來最重要的一本書!」★2009年《時代雜誌》將奈特˙席佛列入「世上最有影響力的百大名人」★2012年《滾石雜誌》將奈特˙席佛譽為「改變遊戲規則的人」數據不會說話，是你在為它說話。 ˙美國政府長期蒐集許多情報，但為何還是無法預見911恐怖攻擊？ ˙2007年房市泡沫爆發前，華爾街的金融專家們為何看不見崩盤的警訊？身處「巨量資料」 (big data)時代，照理說我們擁有空前充足的資料，去做各項預測。但各行各業掌握最多資料的專家與決策者，卻都還是不斷做出失敗的判斷，這是怎麼回事?作者奈特˙席佛指出，預測最難的部分在於：分辨出哪些是無意義的雜訊，哪些才是關鍵的訊號。誤把雜訊當訊號，做出來的預測，自然不會準確，甚至會造成嚴重的謬誤與損失! 最常出錯的就是過度自信、被稱為「刺蝟」型的預測者，他們很會歸納、喜歡大原則、很有膽識，雖不斷收到新訊息卻很少修改預測，他們做預測常成為一種「表演」，模糊了追求精準預測的動機。(代表人物:成為名嘴的專家、認定自己能翻盤的賭徒。) 另外一個大家常犯的錯，是忽略「樣本外」的重大新資訊。假設你這輩子從未酒後駕車，肇事紀錄也很低。今晚你喝了酒，請預測今天駕車肇事的機率？如果你拿過去的記錄作分析預測，那麼你出事的機率相當低;但是喝酒開車並不在你過去記錄的樣本內。預測的模型錯了、忽略樣本外的重大訊息，這就是席佛認為，大家對房市泡沫以及雷曼兄弟垮台，無法精準預測的主因。在本書中，席佛針對政治選情、球賽結果與球員價值的評估、金融風暴、氣象、地震、撲克賭局、西洋棋賽、股市投資等跨領域的預測難題，做了精闢的個案分析。雖然領域迥異，但預測要精準，背後的原則與邏輯卻都是一樣的。在一個個精彩的故事中，即使沒有統計背景的讀者，也能一點一滴拼湊、建立預測的基本功，並且可以練習把這些原則與技巧，運用在自己的專業領域上。(甚至可以用來預測伴侶外遇

的機率：詳見第8章）席佛在書中不斷提醒預測者：•預設立場或過度自信，對預測來說，是非常可怕的事。•預測不是在追求是與非，而是估算事情發展的「機率」。有精準的機率，才能做出有利的決策。•預測時不能忽略「誤差」，並要勇於承認有「不確定性」。不然你會過度解釋，變成不精準的預測。•根據預測出來的機率，做了最有利的選擇，即使最後結果不好，仍然是好預測。•在很多情境中，不是一定要追求終極完美的預測，只要預測比競爭對手好，你就贏了。•當大家不免被雜訊迷惑時，問問自己，你有什麼法寶，能讓自己更接近真相?跟著法寶走，不要跟著群眾走。•有新的重大資訊進來時，能保持客觀，隨時更新的預測，才有可能是精準的預測。

现代设计史-David Seth Raizman 2013 本书纵览了18世纪至今的实用艺术和工业设计，不仅从纵向阐述了各个设计流派，各种设计风格的演变过程及其代表作品，而且从横向探讨了设计和生产，消费，科技，商业之间盘根错节又变动不居的关系.书中配有实例图片577幅.

Head First HTML with CSS & XHTML-Elisabeth Freeman 2006 本书的编写运用许多最新的研究,包括神经生物学、认知科学以及学习理论,这使得本书能够将HTML & CSS知识深深地烙印在你的脑海中,不容易遗忘。你将会更擅长于解决软件设计的问题,并能够和你的团队成员更好地沟通。

How a useless startup burns 25 millions in 3 days-Michael Wenkart 2014-04-10 Did you observe new Startups burning Millions in just a few days? This is what happened more than once in recent years, however sometimes startups are successful. If you are seriously thinking about starting your own business you need to give deep consideration to a lot of factors before taking the plunge. A very high percentage of start-ups fail - often in a very short space of time. And the reasons for failure are numerous and wide-ranging. If you don't give sufficient thought and planning to your new venture it is very likely that you will be among them. It is always helpful to know of other people's experiences in these sort of areas. What they did - or didn't do - can provide you with clear pointers as to how you should proceed. Many people have been down the road and many have failed. Their failures might contain the seeds of your success if you are able to understand where they went wrong and use that information to your benefit. Running your own business takes guts and stamina - among lots of other qualities. If you are thinking of taking the plunge you will need - and deserve - a lot of luck. Good hunting!

Designing Connected Products-Claire Rowland 2015-05-18 Networked thermostats, fitness monitors, and door locks show that the Internet of Things can (and will) enable new ways for people to interact with the world around them. But designing connected products for consumers brings new challenges beyond conventional software UI and interaction design. This book provides experienced UX designers and technologists with a clear and practical roadmap for approaching consumer product strategy and design in this novel market. By drawing on the best of current design practice and academic research, Designing Connected Products delivers sound advice for working with cross-device interactions and the complex ecosystems inherent in IoT technology.

Product Management in Practice-Matt LeMay 2017-11-08 Product management has become a critical connective role for modern organizations, from small technology startups to global corporate enterprises. And yet the day-to-day work of product management remains largely misunderstood. In theory, product management is about building products that people love. The real-world practice of product management is often about difficult conversations, practical compromises, and hard-won incremental gains. In this book, author Matt LeMay focuses on the CORE connective skills—communication, organization, research, execution—that can build a successful product management practice across industries, organizations, teams, and toolsets. For current and would-be product managers, this book explores: Real-world tactics for facilitating collaboration and communication How to talk to users and work with executives The importance of setting clear and actionable goals Using roadmaps to connect and align your team A values-first approach to implementing Agile practices Stories that convey realities of product management in the field Common behavioral traps that turn good product managers bad

Mindful Design-Scott Riley 2018-12-10 Learn to create seamless designs backed by a responsible understanding of the human mind. This book examines how human behavior can be used to integrate your product design into lifestyle, rather than interrupt it, and make decisions for the good of those that are using your product. Mindful Design introduces the areas of brain science that matter to designers, and passionately explains how those areas affect each human’s day-to-day experiences with products and interfaces. You will learn about the neurological aspects and limitations of human vision and perception; about our attachment to harmony and dissonance, such as visual harmony, musical harmony; and about our brain’s propensity towards pattern recognition and how we perceive the world cognitively. In the second half of the book you will focus on the practical application of what you have learned, specific to interaction and interface design. Real-world examples are used throughout so that you can really see how design is impacting our everyday digital experience. Design is a responsibility, but not enough designers understand the human mind or the process of thought. This book explores the key factors involved and shows you how to make the right design choices. What You'll Learn Review how attention and distraction work and the cost of attentional switching Use Gestalt principles to communicate visual grouping Ensure your underlying models make sense to your audience Use time, progression, and transition to create a composition Carefully examine controlling behavior through reductionist and behaviorist motivation concepts Apply the theoretical knowledge to practical, mindful application design Who This Book Is For The primary audience for this book is professional designers who wish to learn more about the human mind and how to apply that to their work. The book is also useful for design-focussed product owners and startup founders who wish to apply ethical thinking to a team, or when bootstrapping their products. The secondary audience is design students who are either studying a ‘traditional’ visual design course, or a UX/interaction design course who have a desire to learn how they might be able to apply mindful design to their early careers. Finally, a tertiary audience for this book would be tutors involved in teaching design, or peripheral, courses who may wish to incorporate its teachings into their lectures, workshops or seminars.

Product Research Rules-C. Todd Lombardo 2020-11-10 Digital product research doesn't have to be difficult, take a long time, or cost a lot of money. Nor should it be a job solely for scientists or expert researchers. In this practical book, Aras Bilgen, C. Todd Lombardo, and Michael Connors demonstrate how your entire team can conduct effective product research within a couple of weeks--easily, cheaply, and without compromising quality. Drawing from decades of experience in product development, the authors lay out nine simple rules that combine user research, market research, and product analytics to quickly discover insights and build products customers truly need. Recognize and avoid common research pitfalls Switch to the insight-making mindset that underlies all successful research efforts Find out how to look at data, formulate the right questions, and pick the right research method Learn interview techniques and research skills Analyze for insights collaboratively while avoiding bias Inspire action with your insights through powerful presentations and prototypes Learn how to involve a wide variety of stakeholders in research, from developers to executives Discover how you can make research a habit, not a one-off effort

Inclusive Design for a Digital World-Regine M. Gilbert 2019-12-19 What is inclusive design? It is simple. It means that your product has been created with the intention of being accessible to as many different users as possible. For a long time, the concept of accessibility has been limited in terms of only defining physical spaces. However, change is afoot: personal technology now plays a part in the everyday lives of most of us, and thus it is a responsibility for designers of apps, web pages, and more public-facing tech products to make them accessible to all. Our digital era brings progressive ideas and paradigm shifts – but they are only truly progressive if everybody can participate. In Inclusive Design for a Digital World, multiple crucial aspects of technological accessibility are confronted, followed by step-by-step solutions from User Experience Design professor and author Regine Gilbert. Think about every potential user who could be using your product. Could they be visually impaired? Have limited motor skills? Be deaf or hard of hearing? This book addresses a plethora of web accessibility issues that people with disabilities face. Your app might be blocking out an entire sector of the population without you ever intending or realizing it. For example, is your instructional text full of animated words and Emoji icons? This makes it difficult for a user with vision impairment to use an assistive reading device, such as a speech synthesizer, along with your app correctly. In Inclusive Design for a Digital World, Gilbert covers the Web Content Accessibility Guidelines (WCAG) 2.1 requirements, emerging technologies such as VR and AR, best practices for web development, and more. As a creator in the modern digital era, your aim should be to make products that are inclusive of all people. Technology has, overall, increased connection and information equality around the world. To continue its impact, access and usability of such technology must be made a priority, and there is no better place to get started than Inclusive

Design for a Digital World. What You’ll Learn The moral, ethical, and high level legal reasons for accessible design Tools and best practices for user research and web developers The different types of designs for disabilities on various platforms Familiarize yourself with web compliance guidelines Test products and usability best practices Understand past innovations and future opportunities for continued improvement Who This Book Is For Practitioners of product design, product development, content, and design can benefit from this book.

Radical Product Thinking-R. Dutt 2021-09-28 Iteration rules product development, but it isn't enough to produce dramatic results. This book champions Radical Product Thinking, a systematic methodology for building visionary, game-changing products. Methodologies such as Lean and Agile have democratized innovation by teaching us to harness the power of iteration to innovate faster, but our ability to set a clear destination hasn't kept up with the pace. When we iterate without a clear vision or strategy, our products become bloated, fragmented, and driven by irrelevant metrics. They catch “product diseases” that are often fatal to true innovation. In Radical Product Thinking (RPT), product development is led by the vision for the change it's intended to create. This methodology helps leaders reimagine the problems they face and align their team to find creative solutions using five elements: Vision, Strategy, Prioritization, Execution, and Culture. R. Dutt guides readers through these elements so they develop a clear process for achieving their desired change, incorporate it into daily activities, and turn RPT skills into muscle memory. This book gives organizations a repeatable model for building vision-driven products by helping us systematically translate vision and strategy into everyday actions so our product becomes a vehicle for creating the change we want to see in the world. Dutt shows us that you don't have to be a natural-born visionary to produce extraordinary results.

Mastering Collaboration-Gretchen Anderson 2019-03-04 Collaboration is key for organizations in the 21st century, yet few business people have been trained to teach this skill. How do you advance ideas in a collaborative way and then communicate them throughout your company? In this practical book, author Gretchen Anderson shows you how to generate ideas with others while gaining buy-in from all levels of your organization. Product managers, designers, marketers, technical leaders, and executives will obtain better insight into how team members work together to make decisions. Through tangible exercises and techniques, you’ll learn how to turn promising ideas into products, services, and solutions that make a real difference in the market. Use a framework to develop ideas into hypotheses to be tested and refined Avoid common pitfalls in the collaboration process Align communication approaches to ensure that collaboration is effective and inclusive Structure events or meetings for different types of collaboration depending on the people involved Practice giving and receiving critiques to foster inclusion without resorting to consensus-based decisions

Presto Sketching-Ben Crothers 2017-10-19 Do you feel like your thoughts, ideas, and plans are being suffocated by a constant onslaught of information? Do you want to get those great ideas out of your head, onto the whiteboard and into everyone else’s heads, but find it hard to start? No matter what level of sketching you think you have, Presto Sketching will help you lift your game in visual thinking and visual communication. In this practical workbook, Ben Crothers provides loads of tips, templates, and exercises that help you develop your visual vocabulary and sketching skills to clearly express and communicate your ideas. Learn techniques like product sketching, storyboarding, journey mapping, and conceptual illustration. Dive into how to use a visual metaphor (with a library of 101 visual metaphors), as well as tips for capturing and sharing your sketches digitally, and developing your own style. Designers, product managers, trainers, and entrepreneurs will learn better ways to explore problems, explain concepts, and come up with well-defined ideas - and have fun doing it.

Get Into UX-Vy Alechnavicius 2021-11-01 Get Into UX book is a career advice book written to help new and experienced designers get unstuck in their pursuits to get UX jobs. The UX field has been booming for years, and as a result, a landslide of new talent has been flooding the market. All of the newcomers want to learn user experience design or research as fast as possible and get paid professional positions. However, only a fraction of them breaks into the field. On the one hand, you have young designers struggling to find jobs, and on the other hand, managers who can’t find enough experienced talent. Often this is attributed to uninformed gurus, hasty bootcamps and other get-into-UX-quick schemes that overpromise, but never make anyone fully market-ready. Why do they not work? As a discipline, UX is too complex to graduate into overnight. It requires months and often years of commitment to do it justice. That doesn’t mean you cannot shorten this journey. This book is a foolproof guide to correct course and help UX researchers and designers like you focus on the right things to get the job you want. Every chapter is written to give you insights and practical tools that you need to: Set yourself apart from the majority of entry and junior-level applicants by genuinely understanding what UX is and what it isn't; It's time to distil user experience design into an effective workflow that adds clarity and pulls you out of the crowd of the unsure. Set up your UX career for long term success; learn the craft that is challenging, rewarding and futureproof. This means buckling up for the long term development but starting now. Overcome the self-sabotaging actions by focusing on the right things. Have you ever wondered why some UX designers get ahead quickly, and others don’t? Hint: it's rarely to do with external factors. Shorten your journey from beginner to pro by using field-proven strategies and specific tactics. You’ll learn how to go from awareness to 'can do' without getting stuck. Ace your UX portfolio, resumes, and interviews by showcasing your skills in the right way and for the right audiences. We'll unpack the essentials and the small yet critical detail to get your foot in the door. In this book you will find a few sections with the following progressive to your journey chapters: I: Understand what UX is and what it isn’t II: Plan your future in UX III: Gain a deep understanding of UX IV: Practice UX and collect the evidence along the way V: Demonstrate the evidence VI: Get the job VII: Build forward momentum About the author Vy (Vytautas) Alechnavicius is a design leader, seasoned and award-winning user experience and user research team manager, hiring manager and design educator to many. Over the past decade, Vy has been involved in UX driven projects from public services, healthcare, finance, transport, retail, and many other industries. Vy has established and grown small-to-large experience design and research teams, mentored and up-skilled the up-and-coming UX designers, and helped shape local and wider-reach design communities. On a typical day, you’ll find him in his office working on the next project, most recently that’s been focussed on giving back to the wider experience design community.

Prototyping for Designers-Kathryn McElroy 2016-12-29 Prototyping and user testing is the best way to create successful products, but many designers skip this important step and use gut instinct instead. By explaining the goals and methodologies behind prototyping—and demonstrating how to prototype for both physical and digital products—this practical guide helps beginning and intermediate designers become more comfortable with creating and testing prototypes early and often in the process. Author Kathryn McElroy explains various prototyping methods, from fast and dirty to high fidelity and refined, and reveals ways to test your prototypes with users. You’ll gain valuable insights for improving your product, whether it’s a smartphone app or a new electronic gadget. Learn similarities and differences between prototyping for physical and digital products Know what fidelity level is needed for different prototypes Get best practices for prototyping in a variety of mediums, and choose which prototyping software or components to use Learn electronics prototyping basics and resources for getting started Write basic pseudocode and translate it into usable code for Arduino Conduct user tests to gain insights from prototypes

Nicely Said-Nicole Fenton 2014-05-16 Whether you’re new to web writing, or you’re a professional writer looking to deepen your skills, this book is for you. You’ll learn how to write web copy that addresses your readers’ needs and supports your business goals. Learn from real-world examples and interviews with people who put these ideas into action every day: Kristina Halvorson of Brain Traffic, Tiffani Jones Brown of Pinterest, Randy J. Hunt of Etsy, Gabrielle Blair of Design Mom, Mandy Brown of Editorially, Sarah Richards of GOV.UK, and more. Topics include: • Write marketing copy, interface flows, blog posts, legal policies, and emails • Develop behind-the-scenes documents like mission statements, survey questions, and project briefs • Find your voice and adapt your tone for the situation • Build trust and foster relationships with readers • Make a simple style guide “Writing is a skill that will hugely benefit anyone’s career, and luckily, it’s a skill that anyone can learn. Nicely Said is a wonderful guide to writing clearly and concisely for the audience you’re trying to reach. Whether you’re a professional or just getting started, you’ll find a ton to steal from here.” (—Austin Kleon, author of Steal Like An Artist and Show Your Work! "Between them, Kate and Nicole have written for many of the web's most valuable and respected companies. Their commitment to clarity and kindness is the result of their experience, and it makes them extraordinary teachers." - Erin Kissane, author of The Elements of Content Strategy

The Content Strategy Toolkit-Meghan Casey 2015-06-06 In this essential guide, Meghan Casey outlines a step-by-step approach for doing content strategy, from planning and creating your content to delivering and managing it. Armed with this book, you can confidently tackle difficult activities like telling your boss or client what’s wrong with their content, getting the budget to do content work, and aligning stakeholders on a common vision. Reading The Content Strategy Toolkit is like having your own personal consulting firm on retainer with a complete array of tools and tips for every challenge you’ll face. In this practical and relevant guide, you’ll learn how to: Identify problems with your content and persuade your bosses it’s worth the time and resources to do it right Make sense of your business environment and understand your audience Get stakeholders aligned on business goals and user needs Set your content strategy and decide how to measure success Create, maintain, and govern on-strategy content You’ll learn to control your content—and not have it control you.

鉤癮效應-Nir Eyal 2015-12-28 本书集合了作者多年的研究，顾问，咨询及实战经验，指出商业的核心本质就是「上瘾」，只要能在用户心中，打造出独特的「习惯路径」，就没人能离开你;只用四个简单步骤，有效深入剖析自家产品，得到使用者青睐，让客户永不变心.

Designing Together-Dan M. Brown 2013-05-22 WHAT IS THE ONE THING not taught in design school, but is an essential survival skill for practicing designers? Working with other people. And yet, in every project, collaboration with other people is often the most difficult part. The increasing complexity of design projects, the greater reliance on remote team members, and the evolution of design techniques demands professionals who can cooperate effectively. Designing Together is a book for cultivating collaborative behaviors and dealing with the inevitable difficult conversations. Designing Together features: 28 collaboration techniques 46 conflict management techniques 31 difficult situation diagnoses 17 designer personality traits This book is for designers: On teams large or small Co-located, remote, or both Working in multidisciplinary groups Within an organization or consulting from outside You’ll also find sidebar contributions from David Belman (Threespot), Mandy Brown (Editorially, A Book Apart), Erika Hall (Mule Design Studio), Denise Jacobs (author), Jonathan Knoll (InfinityPlusOne), Marc Rettig (Fit Associates), and Jeanine Turner (Georgetown University).

见树又见林-Allan G. Johnson 2016

马科斯王朝-西格雷夫 1990 书名原文:The Marcos dynasty

JavaScript: 優良部分- 2008

The Oxford Handbook of Public History-James B. Gardner 2017 This volume also provides both currently practicing historians and those entering the field a map for understanding the historical landscape of the future: not just to the historiographical debates of the academy but also the boom in commemoration and history outside the academy evident in many countries since the 1990s, which now constitutes the historical culture in each country. Public historians need to understand both contexts, and to negotiate their implications for questions of historical authority and the public historian's work.

通灵芯片-希利斯 2012

UNIX shell范例精解-奎格利 2007

鲁拜集-欧玛尔·海亚姆 2019 本书内容多是感慨盛衰无常的人生哲学,在及时行乐的表象之下洞彻生命,把握人生,作者以绝美的纯诗,将人生淡淡的忧伤表达得淋漓尽致.

分布式算法-林奇 2004 本书对分布式算法予以介绍,包括最重要的算法和不可能性结果,绝大部分的解都给出了数学证明,并根据精确定义的复杂度衡量方法进行分析。

少，但是更好-葛瑞格・麥基昂／Greg McKeown 2014-09-25 你是否曾發現自己忙到分身乏術？你是否曾覺得工作過度又未能充分發揮實力？你是否曾發現自己專做不重要的事？你是否覺得忙碌不堪卻缺乏生產力？就像你總是在移動，卻從未到達任何地方一樣？作者以「少，但是更好」做為本書的核心概念，闡述為什麼讓生活化繁為簡如此重要。一旦有「事事都重要」、「有沒有辦法做好所有事」的想法，不管什麼請託、要求都攬在身上，結果就是自己愈繃愈緊，焦頭爛額，反而工作生活兩頭落空。為了達到「專準主義」（Essentialism）的狀態，作者在書中以三步驟來解釋：第一，精挑：要判斷出目前什麼事情才是首要，先問問自己，「現在所做的事情，是否值得投入？」如果不是，應該要勇敢拒

絕。要成為「I choose to」，而不是「I have to」的人。第二，簡化：如何刪除瑣碎無謂的枝節。第三，準確執行：如何移除障礙，讓執行過程減少阻力與痛苦。本書不是教你如何在最短的時間內完成最多事情，而是教你如何只做正確的事。本書談論的並非時間管理或提升生產力的策略，而是提供一個系統性的方法，教你如何在個人和專業領域中變得更有效率、更有生產力和更有影響力。最終，你會過忠於自己的生活，而不是別人期待你過的生活。生活需要設計。選擇你真正要的，專注投入；有紀律地追求更少，人生勝利組就是你！

程序员修炼之道-亨特 2011 本书涵盖的主题从个人责任,职业发展,到用于使代码保持灵活并且易于改编和复用的各种架构技术,利用许多富有娱乐性的奇闻轶事,有思想性的例子及有趣的类比,阐释了软件开发的许多不同方面的最佳实践和重大陷阱.

스타일과 목적을 살리는 웹 글쓰기-니콜 펜튼 2016-12-31 전 세계 매월 50억 통의 이메일을 보내는 메일침프의 케이트 키퍼 리가 알려주는 웹 글쓰기! 독자나 사용자를 볼 수 없는 웹 콘텐츠를 작성하는 법. 어떻게 쓰면 사람들은 이메일을 열어볼지, 어떻게 써야 사람들의 정서적 반응을 이끌어낼 수 있는지, 어떻게 쓰면 고객의 신뢰를 얻을 수 있는지 설명하는 최초의 안내서다. 블로거, 카페 운영자, 자영업자, SNS 마케터, 웹 라이터, 편집자, 리뷰어 등 웹에서 글을 쓰는 사람, 콘텐츠를 만들어야 하는 사람이라면 반드시 봐야 한다. 웹에서 쓰는 글도 스타일이 있다! 1. 사람이 먼저다 웹에서 글을 쓸 때는 사용자를 볼 수 없다. 사용자가 무슨 생각을 하는지, 어떤 고민을 하는지 알 수 없다. 연령도, 성별도, 취향도 제각각이지만, 사용자는 살아있는 사람이다. 살아있는 사람에게 대화를 건네는 것처럼 글을 써야 한다. 2. 상품 소개도 디자인이다 상품 소개는 어떻게 할까? 마케팅은 모두가 하고 있다. 상품을 잘 판다는 것은 설득하는 마케팅을 뛰어넘는 일이다. 상품을 사고 블로그를 읽고 브랜드를 신뢰할 수 있게 해야 한다. 그러기 위해서는 설득을 넘어 공감하는 글을 디자인해야 한다. 오늘도 특별한 가격, 쇼킹, 할인, 인기상품 같은 문구를 쓰고 있다면 이 책을 펼쳐라. 3. 글을 디자인하라 무턱대고 빈 화면을 열어 타이핑부터 시작하려 해도 막막하다. 그럭저럭 글을 완성해도 체계가 없어서 엉성하고, 유용하지가 않다. 제품 홍보, 페이스북 뉴스피드, 블로그 포스트, 뉴스레터, 이메일 제목, 이벤트 안내 등 콘텐츠 유형에 따라 글을 디자인해야 한다. 같은 쇼핑몰에서도 상품 배송 메시지와 상품 품절 메시지는 디자인이 달라야 한다. 4. 브랜드 글쓰기는 스타일이다 브랜드 글쓰기는 개인 글쓰기가 아니다. 브랜드 글쓰기는 개인이 캐릭터를 만들어서 쓰는 글이 아니다. 캐릭터 만들기는 오래가지 않는다. 브랜드의 가치를 반영하고 업계에도 어울리는 글쓰기 스타일이 확립되어야 브랜드가 성장해도 일관성을 유지하기 쉽다. 결국, 스타일이 전부다! p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px AppleGothic} p.p2 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px AppleGothic; min-height: 15.0px}

TƯ DUY THIẾT KẾ- Eli Woolery WeTransform xin giới thiệu với độc giả cuốn sách “Tư duy thiết kế - Design Thinking handbook” được DesignBetter.Co biên soạn. Cuốn sách này giới thiệu những thực hành tốt nhất, những câu chuyện và insight từ các nhà thiết kế hàng đầu thế giới. DesignBetter.Co không chỉ đơn thuần mang đến những cuốn sách hay, những chương trình podcast chuyên sâu mà còn có cả những hướng dẫn thiết yếu giúp bạn thiết kế sản phẩm và xây dựng những đội ngũ xuất sắc. Bên cạnh cuốn sách “Design Thinking Handbook” thư viện DesignBetter.Co còn có một số cuốn sách khác như: DesignOps Handbook Design Systems Handbook Design Leadership Handbook Principles of Product Design WeTransform hân hạnh biên dịch, biên tập và đưa cuốn sách này đến đông đảo độc giả Việt Nam. Tư duy thiết kế là gì? Hơn cả một phương pháp luận hoặc một framework, tư duy thiết kế (design thinking) kết hợp ngọn nguồn, gốc rễ của việc giải quyết vấn đề thiết kế cùng với sự thấu cảm người dùng sâu sắc. Framework dựa trên tư duy thiết kế được đưa ra bởi d.school của trường đại học Stanford có thể giúp bạn chinh phục những thách thức gai góc nhất với những giải pháp sâu sắc nhất. Thông qua cuốn handbook này, bạn sẽ học được cách thức áp dụng tư duy thiết kế vào thực tế công việc trong chính doanh nghiệp của mình và cho cả cuộc sống của mình.

成長駭客行銷-萊恩．霍利得（Ryan Holiday） 2016-02-24 顛覆行銷專業的新思維！第一本成長駭客行銷專書 換上成長駭客的大腦，改變心態，掌握流量、客戶、營收、獲利都數倍成長的關鍵。★Amazon暢銷排行榜TOP1，電子商務、網路行銷榜TOP5 ★Amazon、iTunes五顆星最高評價★Slideshare點閱率最高的簡報《Inc.》雜誌評選為年度最佳行銷書 不論你是主管還是初入職場，是工程師還是行銷人員，現在想要達成成長目標，人人都需要具備的能力，就是成長駭客行銷思維！你一定知道推特、臉書、Dropbox、Snapchat、Evernote、Instagram、Uber、Airbnb，他們幾乎不做廣告、初期沒有媒體加持，但卻能飛速竄升到人人熟知，他們運用的思維，就是成長駭客行銷！終極目標，是打造能自動運作、成長的行銷機器，快速接觸數百萬人。從矽谷開始，具備成長駭客思維是現在最搶手的混血行銷人才！他們結合網路能力、設計思維、與了解消費者心理，不像傳統行銷追求最多人看見的廣告、華而不實的活動，他們不在乎沒資源，不怕從不起眼的小處著手，但是持續從客戶回應中加入行銷概念，參與產品設計與優化，他們發揮創意、跳脫框架思考，謹慎運用相對有限的資源，鎖定「追求成長為最高目標」，透過不斷測試，找到瘋狂集客的引爆點。本書拆解成長駭客行銷的4大關鍵步驟，把錯綜複雜的成長駭客行銷技術、觀念整理成易懂、易讀的濃縮精華，任何想持續成長的企業都能從中獲取靈感，掌握新世代的行銷概念：．成長駭客行銷的重點在心態，而非工具．凡是擴大接觸、推動業務成長的事，都是行銷．人人都是自媒體的年代，滿意的客戶本身就是行銷武器．以更科學、更能衡量的方法專注贏取顧客，專注Who與Where，而非品牌認知 本書呈現成長駭客的作法，讓你了解為何這是未來趨勢，他們如何滲透新一代的企業、由下而上重塑行銷、公關與廣告，對行銷專業帶來巨大衝擊。不只是行銷專業，只要想要找到突破性增長點，這本書就是幫你掌握關鍵的必讀之作！試讀口碑回響（按筆畫排序）「從行銷高手的角度來理解成長駭客，是行銷人很好的成長駭客入門指南。」－Miula — Miula觀點網站「整本書強調成長駭客的心態與創意，做生意最難的就是找到對的產品，跟找到對的顧客，小小一本書很容易看完，每個做行銷、銷售的人都可以買一本為自己補充腦容量。」－MOCOO LEE — MOCOO LEE 粉絲團「在現今這個虛實錯綜的數位時代，沒有任何一個創業家敢小覷網路的威力，也唯有在傳統行銷跟數位行銷雙管齊下，才能獲得最佳的集客效果，所以懂得『將大量的人流(網站流量)帶進來，並且完美地傳換成金流(高轉換率)』的成長駭客(Growth Hacker)，將成為每個創業者學習的典範！」－王紹宇 — 創業策略家暨商管部落客(蒼蠅頭。小資家)「先看完這本，你才有資格談什麼叫《成長駭客行銷》。」－邱煜庭 — 網路行銷零元本鋪部落格「我認為好的行銷書籍「理論架構」與「實例應用」必須兼備，但《成長駭客行銷》一書更超過我對行銷書籍的期待：不僅讓初次接觸該議題的讀者掌握當前第一線的成長駭客思維與成功案例，作者更在書中詳盡地分享在出版過程中，充分運用內容所介紹的成長駭客行銷原則、並獲得成功，使這本書對於實際從事行銷工作者有更高的參考價值。」－陳子恩（Freddy）— Freddy Business Note 商業筆記「一本淺顯易讀的成長駭客入門書。行銷人，偶爾換顆工程師的腦袋！」－張凱迪(KD Chang) — echBridge 技術日報創始人，Co-Founder 網誌站長「事業高效成長的秘訣，就在《成長駭客行銷》裡。讓本書助您一臂之力，猴來居上！」－鄭緯筌（Vista）— 臺灣電子商務創業聯誼會理事長 各界推薦「成長駭客將全面攻佔行銷副總職缺，本書能告訴各位如何變身。」——陳安卓（Andrew Chen），矽谷創業

家、專欄作家、新創事業顧問「這本書對行銷主管來說有如當頭棒喝，也是工程師、資訊人員、企業創辦人和設計師不能錯過的教學指南。」——波特．蓋爾（Porter Gale），前維珍航空行銷副總，《你的人際網絡就是你的淨值》（Your Network Is Your Net Worth）作者「終於有人用簡單易懂的方法具體解釋成長駭客行銷了，更棒的是，還有策略實例可供應用。」——艾力克斯．科欽斯基（Alex Korchinski），Scribd成長駭客「霍利得混合馬基維利和奧格威的風格，再加上實質成績……這個少年英雄是你前所未聞的秘密武器。」—提摩西．費里斯（Timothy Ferriss），《每週工作4小時》（The 4-Hour Workweek）作者「霍利得充分掌握成長駭客的心態，讓行銷人一睹其中奧妙，不論公司規模是大是小。讀完這本書卻不見成效，表示你的產品一定有問題。」——尚恩．艾利斯（Sean Ellis），最先提出「成長駭客」一詞，曾協助Dropbox 和 Eventbrite 駭客行銷，Qualaroo 創辦人「霍利得的策略和戰術，能協助追求成長的精實創業家熟稔行銷和成長的藝術。」—派崔克．沃拉斯科維茨（Patrick Vlaskovits），《精實創業家》（The Lean Entrepreneur）共同作者「想了解成長駭客行銷，霍利得這本新書是必讀佳作！」——德瑞克．哈爾彭（Derek Halpern），SocialTriggers.com 創辦人「霍利得這本書漂亮地完成了十分困難之事。他將錯綜複雜的成長駭客行銷精簡濃縮，把你非知道不可的事情整理成入門導讀。成長駭客重新定義行銷，而霍利得的書幫你搶佔先機。」——艾倫．金恩（Aaron Ginn）， StumbleUpon 成長駭客

跟TED學說故事，感動全世界-卡曼•蓋洛 2016-07-01

程序设计实践-克尼希汉 2011

愤怒的葡萄-斯坦贝克 2019 Ben shu tong guo jiang shu pin ku nong min qiao de yi jia cong feng sha mi man de e ke la he ma zhou ping yuan liu luo dao fu shu de jia li fu ni ya zhou gu di de guo cheng zhong mian dui wu chu bu zai de sheng cun wei ji,Li jin jian xin reng tao bu guo jia ting po sui de bei can ming yun de gu shi,Tou che di zhan xian le mei guo li shi shang nei yi duan ling ren wu fa wang huai de te shu shi qi.

為什麼他能看到你沒看到的？洞察的藝術-蓋瑞·克萊恩 2014-12-03 亞馬遜網路書店四顆星評價 美國【商業理財類】、中國【心理類】新書暢銷榜 麥肯錫公司和美國心理學會讚譽決策思考思想學派大師 融彙120案例，精闢闡釋 破除組織集體盲點，所有領導人必讀之作 為什麼有些人就是能理解別人無法理解的事情？從而看出契機或危機，進而揭發一個騙局，或改變歷史，或讓個人生涯邁向成功？原因在於，洞察力。★洞察力小測驗 Q：兩個受困在車陣中的警察，看到前方有一部又新又炫的BMW，駕駛深深吸了一口菸，然後，把菸灰彈到坐墊上。你看出來了嗎？哪裡不對勁？ A：BMW是贓車。為什麼？誰會在全新的車子裡彈菸灰？不是車主，也不是跟別人借車開的朋友，那麼，最有可能的答案就是剛偷到這部車的竊賊。★如何看出弦外之音？洞察力的知名案例 ◎是什麼樣的洞見讓哈利•馬科波洛斯（Harry Markopolos）得以指控伯納•馬多夫（Bernie Madoff）玩詐術，揪出世紀金融大騙局：龐式騙局？ ◎麥可•高特利柏（Michael Gottlieb）是如何找出不同病患之間的關聯，進而發表第一份愛滋病聲明？ ◎山本五十六在一九四〇年英國攻擊義大利艦隊事件中看到什麼（美國人沒看到的事情），而能謀劃偷襲珍珠港的策略？ ◎一名「空降森林消防員」是從何得知自己另外縱一場火就能救他一命，而不具這種洞察力的同僚只能葬身火海？ ◎馬汀•查爾菲（Martin Chalfie）是如何就一種天然螢光提出那個價值百萬美元（並贏得諾貝爾獎）的構想，讓後繼研究人員得以見到有機生命體的體內，觀察進行中的生物過程？本書作者蓋瑞˙克萊恩博士是認知心理學家，也是敏銳的觀察家，擅長觀察人們做決定的方式。他從一百二十個案例中，歸納整理出五種不同洞見獲取策略：連結、巧合、好奇、矛盾和創造性的絕境。★洞見如何觸發？五種獲取洞見的策略 ◎連結 達爾文搭乘小獵犬號的旅途中，納悶究竟什麼原因造成他所看到的物種差異，透過連結馬爾薩斯的資源競爭觀點，達爾文建構出物競天擇的《進化論》。 ◎巧合 二十世紀最偉大的天文發現，來自於巧合。愛爾蘭天體物理學家伯奈爾的洞見從發現一個巧合開始，進而發現脈衝星，改寫了天文史。 ◎好奇 亞歷山大˙弗萊明就是偶然發現實驗室的一只培養皿異常，他因好奇，進一步探究，進而發現世界上最成功的藥物盤尼西林神奇的治療能力，因此拯救了幾百萬條人命，並獲得諾貝爾獎。 ◎矛盾 惠特尼是華爾街出了名最多疑的研究分析師之一，她老早就指出次級房貸問題日益嚴重，在一片看好聲中，她勇於與大眾的信念背道而馳，進而獲得他人無法捕捉到的洞見，揭露出問題。 ◎創造性的絕境 當初還只是初階軍官的拿破崙是如何以寡敵眾，打贏一場看似絕無勝算的戰爭，一躍成為善於運用戰術的頂尖軍事指揮官，靠的就是創造性絕境。★組織妨礙洞見的經典案例 ◎美國九一一攻擊事件發生前兩個月，早有FBI的特務發現可疑跡象，寫信給FBI總部示警，但卻遭到漠視，無法及時阻止攻擊事件。 ◎在德國柏林圍牆倒塌前，有分析師發現阻擋兩德統一的障礙正在消退，可惜他和同事為CIA擬的一篇報告中，自我審查，主要洞見遭到壓抑。 ◎CIA低階情報分析官推測某國高官計畫發動政變，但其主管不願意將不尋常的洞見納入每日總統簡報，導致白宮對政變措手不及。★為什麼企業組織老愛阻撓洞見，將心力花在防堵錯誤上？ ◎因為身為高階經理人，重視可預期性、害怕意外、怕犯錯與便於管理，所以我們看到企業發展六標準差計畫，致力除錯，卻沒想到，這個計畫餿掉了。 ◎二〇〇六年，《財星》雜誌報導，有九十一%採用六標準差的大公司已經跟不上S&P500指數。意外嗎？因為六標準差阻礙了創新，花費太多心力在減少錯誤。3M最知名的產品：便利貼發明人就說：如果當年已經實施六標準差，他的作品永遠不可能問世。★沒有組織不歡迎創新，那麼組織如何培育洞見？透過洞察力三路徑，組織可以增添洞見。1. 並透過獲取洞見五策略中的發現矛盾、連結、巧合、好奇、創造性絕境，正式誘發洞察力的因素。 2. 行動：重建故事，增添新的想法。 3. 改變我們的理解方式。本書以豐富的故事與案例娓娓道來如何獲得洞見，破除常見的思考盲點，輔以實例讓你檢視自己思考的方式，培養出尋找洞見的心智習慣，開啟你的洞見之路。

聰明學經濟的12堂課-Charles J. Wheelan 2010-08-01 Traditional Chinese edition of Naked Economics: Undressing the Dismal Science. The book may be a college economics reference book, but it is not anything like a textbook. The book is written with wit, humor, clear examples, and you don't have to be a student of economics to enjoy the book - yes, the word is "enjoy." Go ahead, read it. Your understanding of economics will improve greatly and effortlessly. In Chinese. Distributed by Tsai Fong Books, Inc.

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