Gain: AIGA Business and Design Conference 2004 Suggested reading lists



Barbara Barry Kostellow, Rowena Reed, Elements of Design

The Edward Hopper show at the Tate in London

Jacques Henri Lartigue's work and current show at the Heyward Gallery in London

Tadao Ando's New Museum in Fort Worth

Brian Collins Abercrombie, Stanley, George Nelson: The Design of Modern Design

Baum, Frank L., The Wonderful Wizard of Oz

Berger, John, Ways of Seeing Hooks, Bell, Teaching to Transgress

Hughes, Robert, Nothing if Not Critical - Selected Essays on Art and Artist

Johnson, Crockett, Harold and The Purple Crayon Mirzoeff, Nicholas, An Introduction to Visual Culture

Milton Glaser Calvino, Italo, Six Memos for the Next Millenium

Kirp, David, Shakespeare, Einstein and the bottom Line: The Marketing of Higher Education

Kurlansky, Mark. 1968: The Year that Rocked the Word Steinberg, Leo, Leonardo's Incessant Last Supper Zeldin, Theodore, An Intimate History of Humanity

Joshua Green Green, Joshua, "Dumb and Dumber: Why are campaign commercials so bad?" The Atlantic

Monthly, July/August 2004, http://www.theatlantic.com/issues/2004/07/press-

preview/green.htm

Steve Heller Heller, Steven, Education of a Design Entrepreneur

Heller, Steven and Vienne, Veronique, Citizen Designer

Sir Paul Judge Encouraging Enterprise:

Chesbrough, H., Open Innovation: The New Imperative for Creating and Profiting from Technology

Dixon, T Homer, The Ingenuity Gap: How Can We Solve the Problems of the Future

Florida, R., Bohemia and Economic Geography, Oxford Journal of Economic Geography 2002

Florida, R., *The Economic Geography of Talent*, Annals of the American Association of Geographers 2002

Hollins, W and Hollins, G., Over the Horizon: Planning Products Today for Success Tomorrow

Lessig, L., The Future of Ideas: The Fate of the Commons in the Connected World

Tuomi, I., Networks of Innovation: Change and Meaning in the Age of the Internet

Moving Towards a Zero Waste Society:

Anderson, Stephen O. and Zaelke, Durwood, Industry Genius: Inventions and People Protecting the Climate and Fragile Ozone Layer

Benyus, Janine, Biomimicry: Innovation Inspired by Nature

Charter, Ed Martin and Tischner, Ursula, Sustainable Solutions: Developing Products and Services for the Future, ec(o)ncenpt

Datschefski, Edwin, The Total Beauty of Sustainable Products, Rotovision 2001

Elkington, John, Cannibals with Forks

Fussler, Claude with James, Peter, $Driving\ Eco\ -innovation$: $A\ Breakthrough\ Discipline\ for\ Innovation\ and\ Sustainability$

Geiser, Kenneth, Material Matters: Towards a Sustainable Materials Policy

Hawken, Paul, The Ecology of Commerce

Hawken, Paul, Lovins, Amory and Lovins. Hunter, *Natural Capitalism: The Next Industrial Revolution*, Earthscan 1999

Holliday, Charles O., Schmidheiny, Stephan and Watts, Philip, Walking the Talk: The Business Case for Sustainable Development

Romm, Joseph J., Cool Companies: How the Best Businesses Boost Profits and Productivity by Butting Greenhouse Gas Emissions, Earthscan 1999

Fostering Resilient Communities:

Blauvelt, Andrew, Strangely Familiar: Design and Everyday Life, Walker Art Center 2003 Dunne, Anthony, Hertzian Tales: Electronic Products, Aesthetic Experience and Critical Design

Hawken, Paul, Lovins, Amory and Lovins. Hunter, Natural Capitalism: Creating the Next Industrial Revolution

 $\label{thm:continuous} Hollins, G \ and \ Hollins, W., \textit{Total Design: Managing the Design Process in the Service Sector Lasn, Kalle, \textit{Culture Jam}$

Marzano, Stefano and Aarts, Emilio, The New Everyday: Views on Ambient Intelligence

Developing a Capable Population:

Ball, P., Critical Mass

Jordan, Patrick W., Designing Pleasurable Products

Norman, Donald A., Emotional Design: Why We Love (or Hate) Everyday Things

Advancing Global Citizenship:

Charter, Ed Martin and Polonsky, Michael Jay, Greener Marketing: A Global Perspective to Greener Marketing Practice

Frankel, Carl, In Earth's Company, New Society 1998

Grayson, David and Hodges, Adrian, Everybody's Business, Financial Times

Lewis, Helen and Gertsakis, John with Tim Grant, Nicola Morelli and Andrew Sweatman, Design & Environment: a Global Guide to Designing Greener Goods

Peters, Tom, Re-imagine! Business Excellence in a Disruptive Age

Raymond, Martin, "Tomorrow People: Mapping the Needs and Desires of Tomorrow's Customers Now," *Financial Times*

Drucker, Peter F., Management Challenges for the 21st Century

Finance Essentials for Managers. HBR.org

Martin, Roger, Strategic Choice Structuring, www.rotman.utoronto.ca

Peters, Tom, The Circle of Innovation

Porter, Michael, "What is Strategy?" Harvard Business Review, February 1, 2000

Zook, Chris and Allen, James, "Growth Outside The Core." Harvard Business Review,

Claudia Kotchka

December 1, 2000

Grace Lo Norman, Donald A., Emotional Design

Silverstein, Michael and Fiske, Neil, Trading Up: The New American Luxury

Monica Nassif Collins, Jim, From Good to Great: Why Some Companies Make the Leap and Others Don't

Gladwell, Malcom, The Tipping Point

Godin, Seth, Permission Marketing: Turning Strangers into Friends and Friends into Customers

Hirshberg, Jerry, The Creative Priority: Driving Innovative Business in the Real World

Kawasaki, Guy, Rules for Revolutionaries: The Capitalist Manifesto for Creating and Marketing New Products and Services

Lewis, David and Bridger, Darren, The Soul of the New Consumer

McNally, Keith, The Balthazar Cookbook (read the introduction from the founder)

Popcorn, Faith, Eveolution: The Eight Truths of Marketing to Women

Rosen, Emanual, Anatomy of Buzz

Schmitt, Bernd H., Experiential Marketing

 $Schmitt \ Bernd \ and \ Simonson, \ Alex, \ Marketing \ Aesthetics: \ The \ Strategic \ Management \ of \ Brands, \\ Identity, \ and \ Image$

Ivy Ross Dr. Seuss, Oh, The Places You'll Go!

MacKenzie, Gordon, Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving with Grace

Peat, David F., The Blackwinged Night-Creativity in Nature and Mind

Wheatley, Margaret J., Leadership and the New Science: Discovering Order in a Chaotic World

Yamashita, Kevin and Spataro, Sandra, Phd., UNSTUCK

Sharon Werner Hamilton, Carl, Absolute: Biography of a Bottle

Patrick Whitney Prahalad, C.K., and Ramaswamy, V., The Future of Competition

http://www.id.iit.edu/profile/gallery/urban_opportunity/

Whitney, P., and Kumar, V., "Faster, Cheaper, Deeper User Research" Design

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Robert Wright Teilhard de Chardin, Pierre, *The Future of Man.*

Wright, Robert, Nonzero: The Logic of Human Destiny