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100 Things Every Designer Needs

100 Things Every Designer Needs to Know about People is a good introdoctory book to design and psychology. It covers a range of well known ideas in psychology as they relate to design. That said, I did not like the self promotion in the book.

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100 Things Every Designer Needs to Know About People

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100 Things Every Designer Needs to Know About People (2011)

is an essential guide for every designer. Combining research and practical examples, the book illustrates how important it is for designers to know, among many other things, how consumers make decisions and how memory is integral to good design.

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