



# How to Make Brilliant Stuff That People Love ... and Make Big Money Out of It

*Patrick W. Jordan*

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This book describes a marketing and design approach called "total design," which is about not only making but marketing and promoting a good or service both successfully and profitably. It offers an integrated, holistic approach to the whole process. It's integrative because the design, marketing, and branding must give a clear and consistent story about the product. It's holistic because "total design" engages consumers on all levels.

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