

Естетичний інтелект

Книжка Полін Браун «Естетичний інтелект» показує, наскільки важлива естетика в нашому житті і, звісно, в бізнесі. Пані Браун переконана: це м'яз, який можна накачати, тобто будь-хто може розвинути естетичне чуття й застосовувати це вміння на практиці. На думку авторки, естетична складова продукту не менш важлива за його функціональність, а компанії мусять приділяти естетиці стільки ж уваги, скільки й фінансовим звітам. Як прокачати «естетичний м'яз», як сформувати естетичну цінність товарів, як правильно розказати про це споживачам — на ці й інші теми авторка веде з читачем невимушену розмову, наводячи безліч прикладів сильних естетичних рішень, втім, залишає досить простору для власних висновків.



Полін Браун

ЕСТЕТИЧНИЙ ІНТЕЛЕКТ

ЯК ЙОГО РОЗВИНУТИ Й ВИКОРИСТОВУВАТИ
В БІЗНЕСІ Й ЖИТТІ

ВИДАВНИЦТВО

ФАБУЛА
#PRO

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