

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

*Patrick W. Jordan*

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**Patrick W. Jordan : How to Make Brilliant Stuff That People Love ... and Make Big Money Out of It** before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Make Brilliant Stuff That People Love ... and Make Big Money Out of It:

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.

From the Inside Flap Designers and marketers should know that every product or service engages their user on three levels: functionality, emotion, and aspiration. Functionality means that the object should work; the car should get you from A to B. Emotion is the feeling bound up in the object - if the car is a sports car it should feel exciting. Aspiration is what does having this object say about you - I am an exciting, trendy person, or I am very rich! The book will also integrate the eight lifestyle trends identified in recent lifestyle research - happening; statistics; demographics; philosophy; politics and popular culture - and discuss how these relate to product and service design and marketing.

From the Back Cover What we've got in this little book is a great approach to creating products and services that people will love. The approach is great because it's holistic and integrated. It looks at people in their entirety and at products and services in their entirety. It is simple. There are only three steps, but it is extremely thorough. It requires that we get to know our users in great detail and to make a real commitment to understanding them and addressing their needs, wants and desires in the products and services that we create for them. It also requires us to get to grips with all of the elements of design and marketing and to ensure that we address all of these in our quest to please the user. This approach is about achieving commercial success through an attention to detail, a respect for the user and a full-on commitment to pleasing them. These are the keys to making great stuff that people love and making big money out of it.

About the Author DR. PATRICK W. JORDAN is an international design and marketing consultant, author and professional speaker. His theories and methodologies have influenced the design of many of the products that we find in our homes, cities and workplaces. Pat is CEO of the Contemporary Trends Institute (CTI), an international consulting firm specializing in trends and branding.