



Dust or Magic, Creative Work in the Digital Age (Paperback)

By Bob Hughes

BOSKO BOOKS, United Kingdom, 2007. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.A book for the interface workers. Dust or Magic was primarily written for the young, talented people whose creative instincts are kindled by computers and live to create good stuff , but who are systematically betrayed by the managerial types in suits who hire them, set them absurd tasks, and sack them when their half-baked schemes go belly-up. It is also for people who simply want to know how human creativity fares in the digital age. Originally published by Addison-Wesley (under the title Dust or Magic, Secrets of successful multimedia design) this book is, in part, a secret history of computers: a history told from the vantage point of the people who did the work. We have insiders accounts of a range of influential products and projects, many of which were in danger of being forgotten. The scene is illuminated by recent insights into creativity and well-being from the fields of psychology and neuroscience, as well as tried-and-tested, practical strategies for workplace survival from other industries. The author, Bob Hughes, has been a creative for most of his working life: first...



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Reviews

Very helpful to all of class of folks. This is certainly for all who statte there had not been a worthy of studying. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Jayda Lehner Jr.**

This book might be worth a study, and superior to other. It can be writter in easy words and phrases and never confusing. I am just happy to inform you that here is the greatest ebook i have got read within my personal daily life and may be he best pdf for actually.

-- **Mrs. Avis Little DDS**