

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

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## Reviews

Without doubt, this is the very best operate by any writer. This is for all those who statte that there was not a well worth reading through. I discovered this pdf from my dad and i suggested this book to find out. (Dominique Huel)

# DUST OR MAGIC, CREATIVE WORK IN THE DIGITAL AGE (PAPERBACK)



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 a calligrapher, then an advertising artist and copywriter before discovering computers in the mid-1980s. He now teaches at Oxford Brookes University on the MA in Interactive Media Publishing, and researches and writes about the wider impact of electronics and computers in workplaces world-wide. He also campaigns on behalf of migrants, refugees and all precarious workers. What you are doing is stripping away the corporate bullshit from this revolution - its ours not theirs. Reclaim the pixels! - Chris McEvoy (Creator of Usability Must Die There are many books explaining why software projects go sour; this one breaks the mold by...

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