



# Designing Business: Multiple Media, Multiple Disciplines

*By Clement Mok*



**Designing Business: Multiple Media, Multiple Disciplines** By Clement Mok

This text and CD-ROM aim to improve the design and organization of computers, the Internet and hybrid media which are used in business. The design and business communities are presented with ways of thinking about how the right technological design can be a strategic business advantage.

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### Editorial Review

#### Amazon.com Review

This book is as sprawling, innovative, elegant, difficult to encapsulate, and even thrilling as the new age of computing in business it describes. The author, Clement Mok, is one of the leading practitioners of what I would call "informational design", a hybrid of industrial design, advertising, and psychology. Lavishly illustrated with superb examples Multimedia design, and has great analyses of where current and future industries lie in the so-called process of convergence.

Everyone using the Internet, multimedia, or visual tools in business stands to learn a tremendous amount from this elegantly designed book. Very Highest Recommendation

#### From the Publisher

Mok provides the design/business communities with a new way of thinking about how the right design can be a strategic business advantage. It is the definitive guide to presenting a business identity through the use of traditional media vehicles and emerging technologies. - Corporations and two-person start-up companies are vying for the same customer, and corporate size is not a barrier to entry. This is where Clement's book is so vital. Charles Geschke, Adobe System's president

- Shows how effective communication is one way to out-think, out-plan, and out-perform the competition
- CD-ROM (dual-platform) exhibits interactive prototypes of multimedia brochures, interactive television, and Web sites as developed by Clement Mok Designs Inc., one of the most sought after interactive design agencies in the world

### Users Review

#### From reader reviews:

#### Lucas Florio:

The guide with title Designing Business: Multiple Media, Multiple Disciplines possesses a lot of information that you can understand it. You can get a lot of gain after read this book. This particular book exist new know-how the information that exist in this e-book represented the condition of the world right now. That is important to yo7u to learn how the improvement of the world. That book will bring you within new era of the globalization. You can read the e-book with your smart phone, so you can read that anywhere you want.

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