



Obey the Giant

Rick Poyner

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In the 21st century, commerce and culture are ever more closely entwined. This inspirational and challenging collection of essays by design critic Rick Poynor takes a searching look at visual culture. He probes beneath the ultra-seductive surfaces to discover the reality. Poynor explores the thinking behind the emerging resistance to commercial rhetoric among designers, and offers critical insights into the changing dialogue between advertising and design.

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