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2. The Human Approach In the future, design needs to consider the dynamics of human emotion and the influence of our environment equally with technology and digital progress. Then we can focus on servicing what people need, instead of what we think they need. Copyright©2016NexusCxLtd #hippobook 6. 3.

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Hippo was founded by a designer and people-centred design is at the core of everything we

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"Hippo - The Human Focused Digital Book" is the new book by Pete Trainor, the founder and director of Human Focused Design at Nexus Design in London (www.nexus.design). Pete Trainor is a digital disruptor, author and accidental polymath.

~~New Release - "Hippo, The Human Focused Digital Book"~~

Hippo Digital is a cutting edge service design consultancy based in Leeds, and working nationwide. We are a leading supplier of digital leaders, service design teams and agile delivery expertise. We support organisations to innovate and evolve by embracing digital services. We ' re inclusive, pragmatic and rigorous, we put people first.

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potential of human focused digital, so it is important that we understand what Artificial Intelligence is, in order to understand what it is going to mean for design.

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In September 2016 my debut book was published, entitled "Hippo - The Human Focused Digital Book" it takes a philosophical look at digital, design and technology and attempts to reframe the way we...

~~Pete Trainor - Chief Executive Officer (CEO) - Vala Health ...~~

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Shortfalls in both digital and 'people' skills will leave tens of millions of jobs unfilled over the next decade. To beat the trend, experts say organizations have to do their own training.

Digital technology. It has crept into our lives, and so deeply has it penetrated us, that it has

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completely redesigned it. In the deep oceans and the high skies, it is now as elemental in our landscape as the wind and falling rain. It's not going to stop. Due to the way civilisations progress, we are about to zip-line and observe more change in the next ten years, than of the last hundred. But how do we prevent this acceleration from eroding away our humanity? As technology becomes increasingly immaterial, ask this: does the technology we've created add more layers of confusion? When we strip away all the technology, what are we left with? The same thing we started with - people. Incorporating the psychological and philosophical fields into the design process, Pete Trainor takes us back to the fundamental questions, that drive us, and through a journey of design thinking, he asks one simple question, the one we have asked through all times... why?

"A stylish, playful exploration of what digital life is doing to the way we find meaning in the world." —Guardian In Vladimir Nabokov ' s Lolita, Humbert Humbert offers a memorably brief account of his parents ' death: " picnic, lightning. " Picnic Comma Lightning, too, opens with death—that of Laurence Scott ' s mother—because, for a philosopher, death raises a profound existential question: How do we know what is real, especially when we have come to question the reality of so many of our day-to-day experiences? Writing from the intersection of philosophy, politics, and memoir, Scott transforms his personal meditation on loss into a beguiling exploration of what it means to exist in the world today. It used to be that our lives were rooted in reasonably solid things: to people, places and

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memories. Now, in an age of online personas, alternative truths, constant surveillance and an increasingly hysterical news cycle, our realities are becoming flimsier and more vulnerable than ever before. Scott ' s far-ranging examination charts the ways our traditional mental models of the world have started to fray. He ponders how ubiquitous cameras reframe our private lives (an event only exists once someone posts the video), how mysterious algorithms undermine our attempts at self-definition through their own data-driven portraits, and what happens in those moments when our illusions about reality are ruptured by incontrovertible facts (like the death of a parent or a bolt of lightning). “ A report from the front line of the online generation ” (Sunday Times), Picnic Comma Lightning is an essential account of how we ' ve started to make sense of our strange new world.

Human Nature and Suffering is a profound comment on the human condition, from the perspective of evolutionary psychology. Paul Gilbert explores the implications of humans as evolved social animals, suggesting that evolution has given rise to a varied set of social competencies, which form the basis of our personal knowledge and understanding. Gilbert shows how our primitive competencies become modified by experience - both satisfactorily and unsatisfactorily. He highlights how cultural factors may modify and activate many of these primitive competencies, leading to pathology proneness and behaviours that are collectively survival threatening. These varied themes are brought together to indicate how the social construction of self arises from the organization of knowledge encoded within the competencies. This Classic Edition features a new introduction from the author, bringing Gilbert's early work to a new audience. The book will be of interest to clinicians, researchers

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and historians in the field of psychology.

Augustine was one of the West's first public philosophers. Intellectually brilliant and a gifted writer, he is known primarily as one of the great figures of Christian late antiquity. In this new biography we encounter him through the complexities of his remarkable personality. Miles Hollingworth demonstrates that it was as a personality that he turned against his Age to explore the shocking relevance of one life to God and history. His autobiography, the *Confessions*, is held up by many today as the first truly modern book.

Baxter Zevcenko 's life is pretty sweet. He ' s making a name for himself as the kingpin of his smut-peddling high-school syndicate, the other gangs are staying out of his business, and he ' s dating the girl of his dreams, Esme. But when Esme gets kidnapped, things start to get seriously weird, and the only man drunk enough to help is a bearded, booze-soaked, supernatural bounty hunter that goes by the name of Jackson ' Jackie ' Ronin. Plunged into the increasingly bizarre landscape of Cape Town ' s supernatural underworld, Baxter and Ronin team up to save Esme. On a journey that takes them through the realms of impossibility, they must face every conceivable nightmare to get her back, including the odd brush with the Apocalypse.

Artificial intelligence (AI) marketing is paving the way for the future of marketing and business transformation, yet many organizations struggle to know exactly how and where to integrate it. With AI forecasted to boost global GDP by 14% by 2030, an efficient and

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sustainable AI marketing strategy is now essential to avoid losing the competitive edge. Using Artificial Intelligence in Marketing provides the definitive, practical framework needed for marketers to identify, apply and embrace the opportunity to maximize the results and business advancement that AI can bring. Streamlining efficiencies into every business practice, AI automates simpler, repetitive tasks with unrivalled accuracy, allowing sales and marketing teams to return their attention to where human interaction is most valuable: strategy, creativity and personal connection. Using Artificial Intelligence in Marketing outlines key marketing benefits such as accurate market research samples, immediate big data insights and brand-safe content creation, right through to the on-demand customer service that is now expected 24/7. It also explores the inevitable myths, concerns and ethical questions that can arise from the large-scale adoption of AI. This book is an essential read for every 21st century marketer.

Living in a "perfect" world without social ills, a boy approaches the time when he will receive a life assignment from the Elders, but his selection leads him to a mysterious man known as the Giver, who reveals the dark secrets behind the utopian facade.

If You Knew What Can Happen In The Next 52 Mondays It Would Take Your Breath Away" Stop and think about it. If you had started something new and worked on it every week since one year ago, what might you have been able to accomplish? Twelve months, after all, is plenty of time to start accruing success.

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Master your game from the inside out! With more than 800,000 copies sold since it was first published thirty years ago, this phenomenally successful guide has become a touchstone for hundreds of thousands of people. Not just for tennis players, or even just for athletes in general, this handbook works for anybody who wants to improve his or her performance in any activity, from playing music to getting ahead at work. W. Timothy Gallwey, a leading innovator in sports psychology, reveals how to • focus your mind to overcome nervousness, self-doubt, and distractions • find the state of “ relaxed concentration ” that allows you to play at your best • build skills by smart practice, then put it all together in match play

Whether you're a beginner or a pro, Gallwey's engaging voice, clear examples, and illuminating anecdotes will give you the tools you need to succeed. “ Introduced to The Inner Game of Tennis as a graduate student years ago, I recognized the obvious benefits of [W. Timothy] Gallwey's teachings. . . . Whether we are preparing for an inter-squad scrimmage or the National Championship Game, these principles lie at the foundation of our program. ” —from the Foreword by Pete Carroll

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