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Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience by Tom Greever is well written, It explains how to communicate with non design people like stockholders. Delivering the best user experience also depends on being able to communicate and still make a profit for stockholders.

Articulating Design Decisions: Communicate with ...
Articulating Design Decisions is a must have book for anyone in the creative field, I'd even argue that people who are solely developers, and rarely touch designs should read it too. Tom has done an excellent job in tackling the issues that we all face when explaining our choices to our clients and the rest of the team.

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Talking to people about your designs might seem like a basic skill, but it can be difficult to do efficiently and well. And, in many cases, how you communicate about your work with stakeholders, clients, and other non-designers is more critical than the designs themselves--simply because the most articulate person usually wins. This practical guide focuses on principles, tactics, and ...

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[Books] **Articulating Design Decisions Communicate Stakeholders**
Even though this is always a risk, approaching our meetings with this fear actually undermines the purpose of articulating design decisions. If we aren't able to convince stakeholders that our solution is better, either we aren't doing a good job of communicating to them or we don't understand their needs enough to create a design that solves the problem.

Articulating Design Decisions :: UXmatters
One of them is the book entitled **Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience** By Tom Greever. This book gives the reader new knowledge and experience. This online book is made in simple word. It makes the reader is easy to know the meaning of the content of this book.

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Tom Greever is a user experience and interface designer. By his own description, he "makes things: design, mobile, web, apps." He is UX Director at Bitovi, a firm that does web application consulting and training. And he is author of a book recently published by the highly-respected O'Reilly Media, titled **Articulating Design Decisions**. This book aims to help you communicate with stakeholders, keep your sanity, and deliver the best user experience.

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Articulating Design Decisions: Communicate with ...
When design decisions are made verbally in a meeting, it can be nearly impossible to remember later why decisions were made." ? Tom Greever, **Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience**