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Do You Matter?: How Great Design Will Make People Love Your Company (paperback) [Robert Brunner, Stewart Emery, Russ Hall] on Amazon.com. *FREE* shipping on qualifying offers. “Definitely, a game changer! Design experience is the power shift to our era what mass marketing was to the last century.” John Sculley former CEO “Do you matter? How great design will make people love your company” is a book that deserves attention first based upon the credentials of the authors. Robert Brunner, is a former Director of Industrial Design at (as will come as no surprise to those who read the book) Apple Computer. “Definitely, a game changer! Design experience is the power shift to our era what mass marketing was to the last century.” John Sculley former CEO, Pepsi and Apple “Great design ... - Selection from Do You Matter?: How Great Design Will Make People Love Your Company [Book] “Definitely, a game changer! Design experience is the power shift to our era what mass marketing was to the last century.” John Sculley former CEO, Pepsi and Apple “Great design is about creating a deep relationship with your customers. If you don’t, you’re roadkill. This book shows you how and much, much more. Be prepared to have your mind blown.” —Bill Burnett Executive ...