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A Smile in the Mind is an extensive manual for using wit in design There might be a growing market of free ebooks for designers , but nothing beats a beautifully edited, intellectually stimulating, printed book – and that's precisely the appeal of Phaidon's new edition of A Smile in the Mind: Witty Thinking in Graphic Design.

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First published in 1996, A Smile in the Mind rapidly became one of the most influential books in graphic design - a rich sourcebook of design ideas and an entertaining guide to the techniques behind witty thinking.

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A Smile in the Mind analyses the intricate thought processes behind the apparently forward images. It shows how to make the case for witty solutions and, through a series of in-depth interviews with the world's top designers, suggests how to get inspiration.

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