



E>: Return on Experience

Tim Kobe, Roger Lehman

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E> reflects the fundamental belief that design is integral to everything we do. It captures a dialogue that author, Tim Kobe, has been engaged in for over twenty-five years at Eight Inc.; a dialogue that reflects on the nature of how to see design, and in turn, the book showcases how Eight Inc. has used this process, across multiple platforms, in projects for Apple, Virgin Atlantic Airways, Nike, Coca Cola, Knoll, and Citibank.

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