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John Maeda is an American executive, designer, technologist. His work explores the area where business, design, and technology merge to make space for the "humanist technologist." Emotional Design: Why We Love (or Hate) Everyday Things [Don Norman] on Amazon.com. *FREE* shipping on qualifying offers. Why attractive things work better and other crucial insights into human-centered design Emotions are inseparable from how we humans think This article needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. Intertwined: Information Changes Everything - Kindle edition by Peter Morville. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Intertwined: Information Changes Everything.