

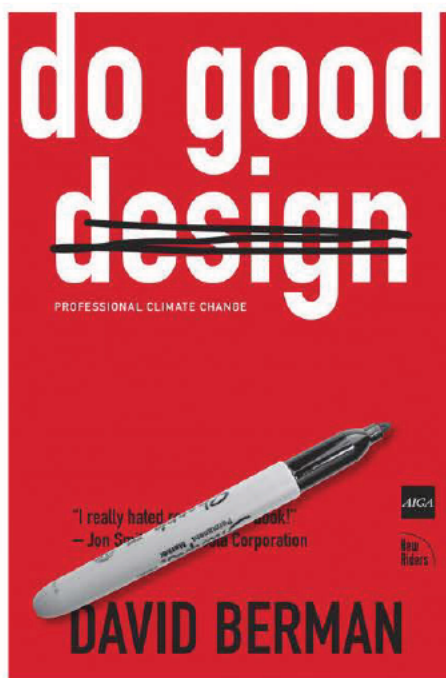
# Do Good Design: How Visual Communicators Can Save the World

In this provocative and dramatically-illustrated book, David Berman argues that global branding strategies are the most powerful tools used today to encourage over-consumption amongst growing Developing World populations, the largest long-term threat to global harmony and environment. He believes that communications professionals have more conspicuous power than they realize, and play a core role in helping some corporations mislead audiences in order to invent unfulfilled "needs" in larger and larger markets. In a World where design has become a recognized corporate asset, designers and their clients have the opportunity to use their persuasive skills responsibly and to accelerate awareness. Recent developments regarding professionalism and ethics offer powerful hope that there is great opportunity for designers and other professionals to choose what their still-young profession will be about: creating visual lies to help sell stuff or helping repair the World by bridging knowledge and understanding.

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