



Tog on Software Design

By Bruce Tognazzini

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This text offers general readers a view of how their home, education and work lives are being transformed by computers.

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Editorial Review

From the Back Cover

"An amazing combination of technical depth and humanism, which is always relevant, often witty, and sometimes very moving."

--Jean-Louis Gassée, Chairman and CEO, Be, Inc., former President of the Product Division, Apple Computer, Inc.

"Tog takes us on an extraordinary journey as software design crawls out of the operating system of computers and on to the landscape of networks and new media content. He is a gifted hands-on designer who weaves a very compelling story."

--John Sculley, former CEO, Apple Computer, Inc.

"Vintage Tog--great potential with a taste of nuttiness. Intelligently bombastic. Insightfully outrageous."

--Don Norman, Vice president, Apple Computer, Inc.

Author of *Things That Make Us Smart*

The computer industry is poised for its second great revolution, and within ten years, society will be in the midst of an equally great transformation. In *Tog on Software Design*, Bruce "Tog" Tognazzini, respected industry futurist, presents his vision of our technological future, detailing the steps computer professionals need to take now to deliver powerful new technologies in a form that will profit the industry and benefit society in general.

Tog on Software Design discusses the evolution computers will undergo in the coming decade, and the impact these changes will have on society as a whole. You'll find lively, thought-provoking essays on topics from quality management to the meaning of standards, to corporate structure and cooperation, interspersed with responses to queries supplied by designers and developers. These essays will furnish industry managers, programmers, and designers with a blueprint for success in the coming decade. Discussion of issues surrounding home, school, and business will give computer enthusiasts a fascinating view of how their lives will soon be transformed.

Always insightful, often provocative, occasionally controversial, and perpetually entertaining, *Tog* provides an easy read that's as accessible to lay computer users as it is to computer professionals.

About the Author

Bruce Tognazzini has been an articulate visionary, outspoken user advocate, and popular keynote speaker from the beginning of the personal computer revolution. He worked at Apple from 1978 to 1992, during which time he played a major role in Macintosh interface design. Now he is a Distinguished Engineer in the Office of Strategic Technology at Sun Microsystems. He is the author of *Tog on Interface*, also published by Addison-Wesley.

Bruce Tognazzini, Apple employee #66, has been designing human-machine interfaces for better than 30 years. He developed the first version of the Apple Human Interface Guidelines in 1978.

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Users Review

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Melanie Archer:

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Coleen Faircloth:

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