

## CONTENTS

---

*Acknowledgments* ix

### PART ONE

*Non-Ordinary Products (and Services)* i

### PART TWO

*The Component Parts of Form* 27

### PART THREE

*Qualities of the Soul (of Design) and  
Their Consequences* 51

### PART FOUR

*Makers and Creativity: Toward Commercial  
Success with Special Things* 81

### PART FIVE

*Closure* 123

<i>Glossary</i>	137
<i>Cases Examined</i>	145
<i>Research Approach</i>	147
<i>Notes</i>	157
<i>Bibliography</i>	167
<i>Index</i>	173