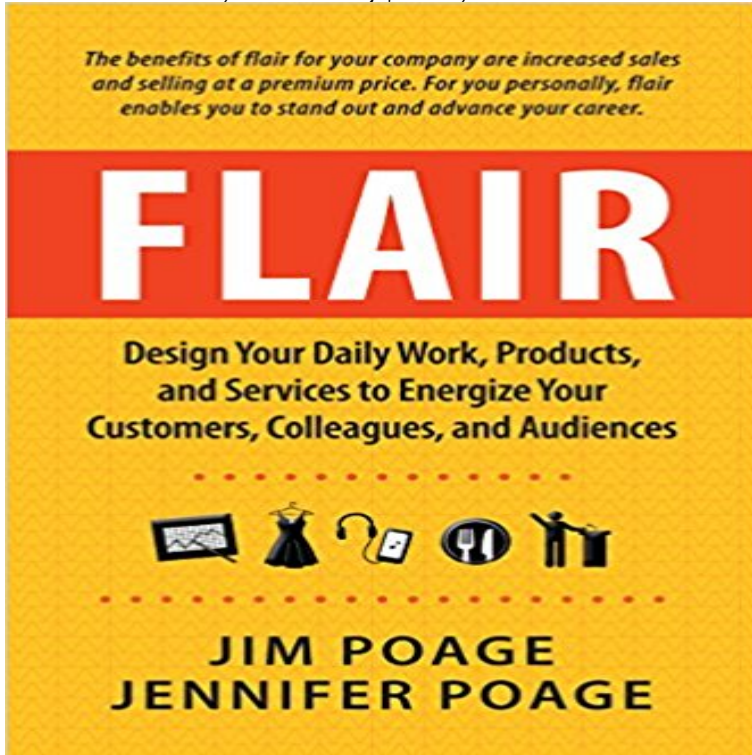


# Flair: Design Your Daily Work, Products, and Services to Energize Your Customers, Colleagues, and Audiences



Learn how to add WOW! to your products, services, and everyday work in order to increase sales as well as advance your career. What makes certain products gain mass appeal, acquire a dedicated following, and draw customers to wait in line for the latest version? Why do some restaurants book out weeks in advance and create buzz among would-be patrons? How are certain employees able to energize their colleagues and elicit enthusiastic participation during meetings? What sets these notable products, services, and employees apart is their flair - their charm, panache, liveliness, and energy. Flair shows how to add meaning and joy to your products, services, and everyday work. Employing principles and practices developed from interviews and research with design firms, artists, and business experts, the authors show that anyone can create inspiring flair - not only in products and services but in their own daily work - in reports, presentations, and meetings. The benefits of flair for your company are an exceptional reputation, increased sales, and premium prices. For you, flair increases managements appreciation of your work, enabling you to stand out and advance your career. And once you fully understand flair, you'll see that creating it can be fun.

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