

## New Release - "Hippo, The Human Focused Digital Book"

Submitted by: Nexus cx

Tuesday, 13 September 2016

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"Hippo - The Human Focused Digital Book" is the new book by Pete Trainor, the founder and director of Human Focused Design at Nexus Design in London ([www.nexus.design](http://www.nexus.design)). Pete Trainor is a digital disruptor, author and accidental polymath. He talks all over the world on creative & social technologies & the physiological & psychological effects on their audiences. Pete regularly appears in UK national and international press as an analyst on digital media, creative industries, emergent technologies, and tech markets - <https://www.youtube.com/watch?v=Jgc6sCR-TYg>.

His new book is the first of it's kind to explore the philosophical and psychological tensions between technology and humanity. Diving into the very nature of what makes us all human. Pete Trainor brings our focus back to the fundamental questions that drive us, and through a journey of design thinking, he asks one simple question, the one we have always asked through all times... Why?

Leaving no digital corner unturned, the book takes the reader through biology, psychology, business strategy and questions the very phrases like 'innovation' that we use so liberally in todays digital industries.

<http://amzn.to/2cgTPnw>

To discuss the book, request a free copy for review and explore opportunities for editorial, please contact Nexus:

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