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AARRON WALTER (AUTHOR OF DESIGNING FOR EMOTION)

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aarron walter is the author of designing for emotion (4.01 avg rating, 1732 ratings, 94 reviews, published 2011), building findable websites (4.10 avg ra...

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a note from the editors: we are pleased to present an excerpt from chapter 3 of designing for emotion by aarron walter (a book apart, 2011).

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our mission is to provide inspiration, motivation and insight into how you design the web. book club: aarron walter – designing for emotion

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