

# Table of Contents

Introduction <b>Vito Oražem</b>	4
On Recent Developments in Communication Theory <b>Peter Zec</b>	8
Designing Humanity <b>Vilim Vasata</b>	14
About Happiness <b>Francis Smets</b>	22
Mobile Collaborative Working <b>Brian Switzer</b>	32
Who is to Design the Globalisation Machine <b>Tönis Käo</b>	40
Deep Design Corporate Identity or Why Today Everything is Important <b>Knut Maierhofer</b>	48
After the Ad is Before the Ad <b>Thomas Elser</b>	58
Make it Better <b>Harry Rich</b>	70
Missing Links Deconstructing Creativity in Communication <b>Wilfried Korfmacher</b>	80
Authors	92
European Design Forum	94
Colophon	96