

## Retailing and Wayfinding for Libraries

### Sources and Solutions

	Worth Finding
Adams, Scott	<u>The Dilbert Principle.</u>
Carpman, Jan	<u>Design that cares</u>
Krug, Steve	<u>Don't make me think</u>
Lynch, Kevin	<u>The Image of the city</u>
Morville, Peter	<u>Ambient findability</u>
Passini, Romedi	<u>Wayfinding in architecture</u>
Passini, Romedi	<u>Wayfinding, people, signs and architecture</u>
Segd.org	<u>Society of environmental graphic design</u>
Underhill, Paco	<u>Why we buy</u>
Whyte, William	<u>The social life of small urban spaces</u>



Scott Adams. The Dilbert Principle.

#### **From Naomi Finkel (small business owner) Say it with Words in Westlake Village, Ca.:**

- Don't use three, five, or 10 words when one will do. For example, "when" is better than "in the event" and "now" beats "at this moment in time."
- Keep your paragraphs short, about five to six sentences. Limit the length of sentences.
- Pretend you are paying by the word, just like classified ads. Keep it short and to the point.
- Eliminate words that look like they came from a Mensa dictionary.

