The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity

By Alan Cooper

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Imagine, at a terrifyingly aggressive rate, everything you regularly use is being equipped with computer technology. Think about your phone, cameras, cars-everything-being automated and programmed by people who in their rush to accept the many benefits of the silicon chip, have abdicated their responsibility to make these products easy to use. *The Inmates Are Running the Asylum* argues that the business executives who make the decisions to develop these products are not the ones in control of the technology used to create them. Insightful and entertaining, *The Inmates Are Running the Asylum* uses the author's experiences in corporate America to illustrate how talented people continuously design bad software-based products and why we need technology to work the way average people think. Somewhere out there is a happy medium that makes these types of products both user and bottom-line friendly; this book discusses why we need to quickly find that medium.

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Michele Anderson:

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