



# Stop, Think, Go, Do: How Typography and Graphic Design Influence Behavior

*Steven Heller, Mirko Ilic*

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This revolutionary guide is not only the first to look at how typography in design creates a call to action, but it also explores type and image as language. *Stop, Think, Go, Do* is packed with arresting imagery from around the world that influences human behavior. Page after page, you'll find innovative messages that advocate, advise caution, educate, entertain, express, inform, play, and transform.

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