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Rowman & Littlefield

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Guersenzvaig, Ariel. **The goods of design: professional ethics for designers.** Rowman & Littlefield, 2021. 308p bibl index ISBN 9781786615404, \$125.00; ISBN 9781786615428 ebook, \$45.00.

Readers, take note! Despite the title's pun, this important book does not focus on the trending topics of the "stuff" or materiality of design. Instead, *goods* as used here references the ethics of design and design practice as viewed through the lens of virtue ethics. This approach, grounded in ancient philosophers such as Confucius and Aristotle, then elaborated by contemporary philosopher Alisdair MacIntyre, questions the nature of the good life and what sort of person one should be. This philosophically grounded treatise establishes the need for a professional ethics for designers, then authorizes and encourages designers to act ethically. Philosopher, design theorist, and educator Ariel Guersenzvaig (ELISAVA Barcelona School of Design and Engineering, Spain) offers a critical, much-needed examination of the relatively young profession of design, providing an overview of an ethics of design practice. Unlike manifesto authors, Guersenzvaig eschews oversimplification and ranting and instead proceeds at a measured pace, providing a philosophically reasoned argument with lively accessible language supported by deep and timely scholarly references. A noteworthy bibliography compiles and expands on these excellent resources with handy topical categorization. Educators will especially appreciate the coda, "Teaching Design Professional Ethics."

--J. E. Housefield, *University of California, Davis*

Summing Up: Essential. All readers.