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Erika Hall says her new book Just Enough Research is for people who â€™may have a vague idea that research is a good thing, but the benefits are fuzzy while the costs are all too clear.â€™ She co-founded the successful design strategy studio Mule Design, so her promise to make basic research concepts and techniques more accessible in under 150 pages is a tantalizing one.

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**Response to Just Enough Research by Erika Hall â€œ IMM**

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