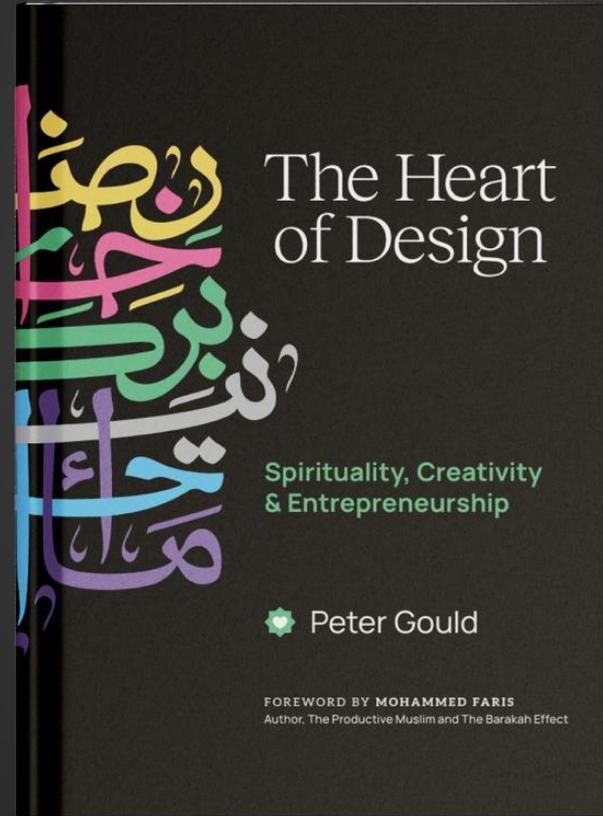


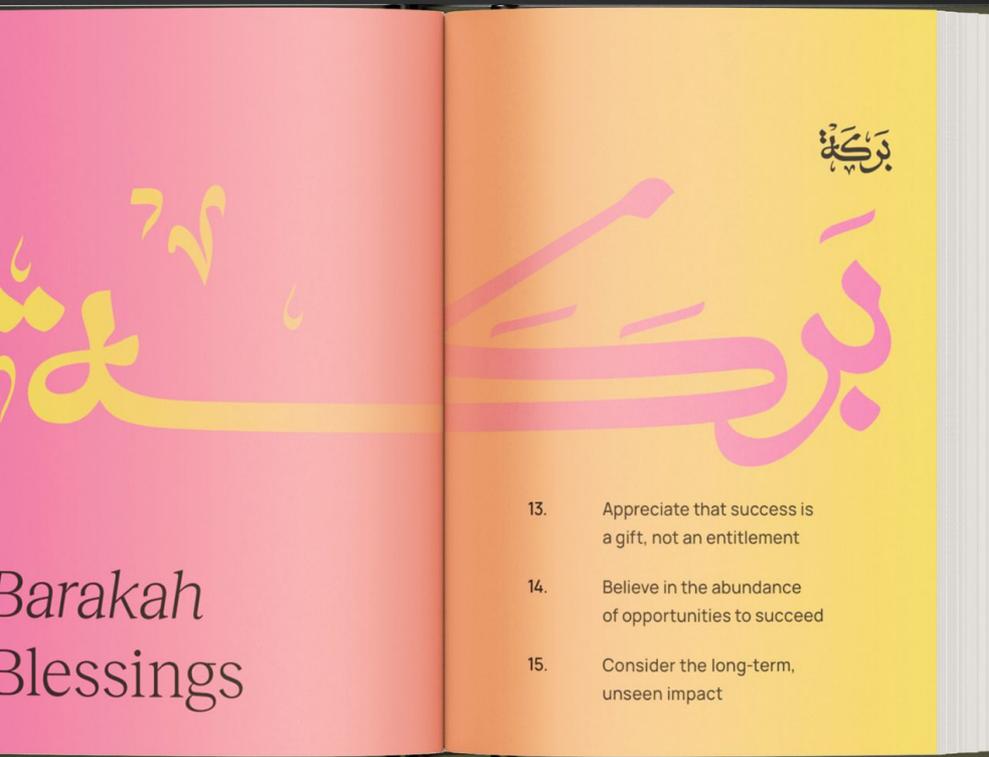
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The Heart of Design

Spirituality, Creativity,
& Entrepreneurship

 Peter Gould





BOOK DETAILS

TITLE:

The Heart of Design: Spirituality, Creativity & Entrepreneurship

AUTHOR

Peter Gould

PUBLISHER

Uhibbook Publishing

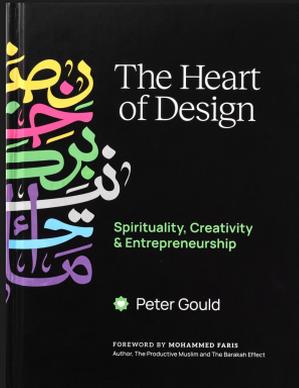
PUBLISH DATE

March 2025

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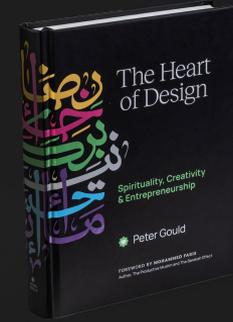
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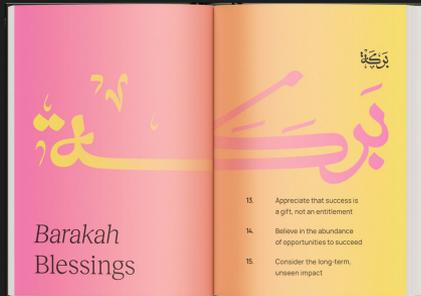
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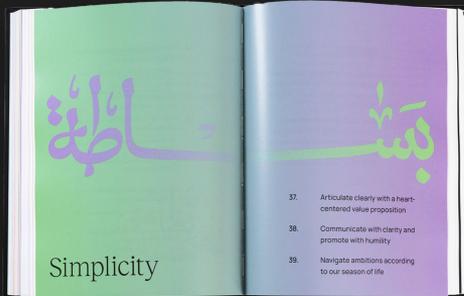
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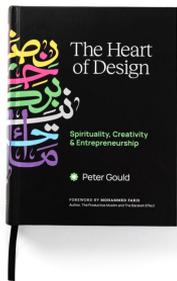
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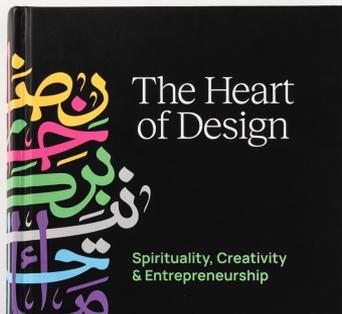
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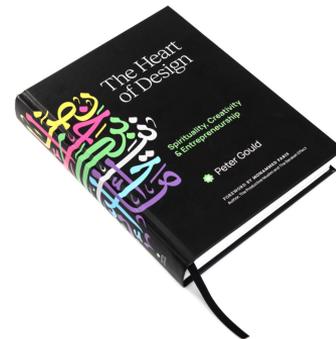
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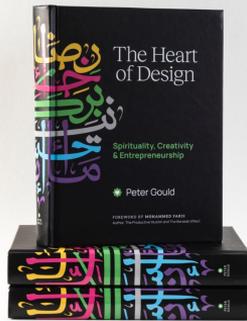
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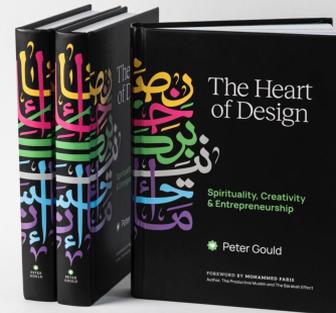
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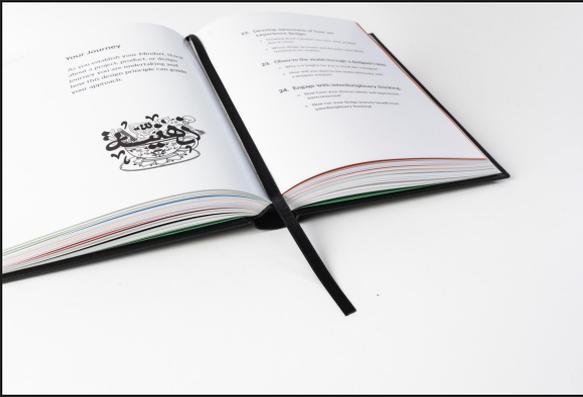
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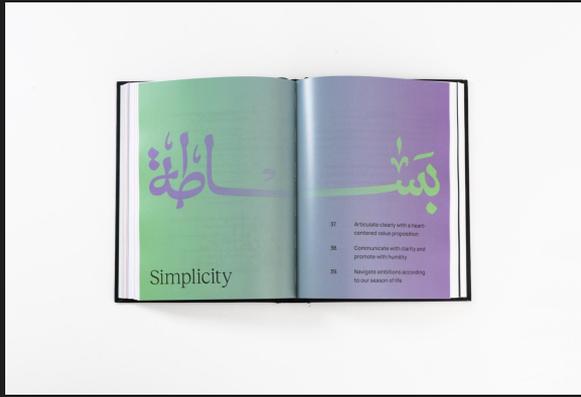
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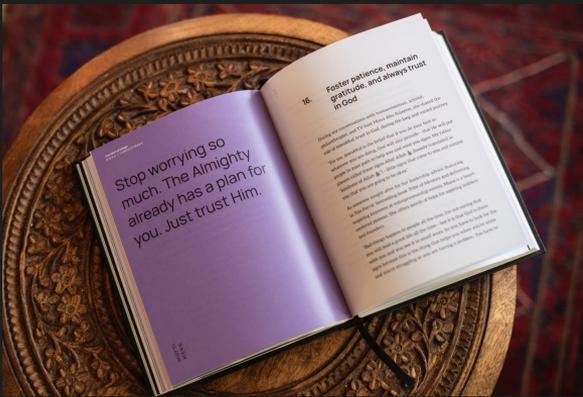
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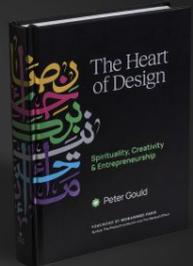
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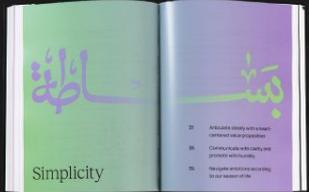


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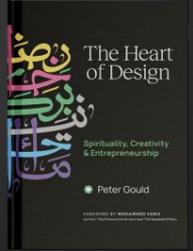
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Spirituality, Creativity, & Entrepreneurship

WHATS INSIDE?

- Seven spiritual aspirations that will guide you on your journey to the Heart of Design.
- Framework for idea development
- Peter's personal anecdotes
- Resources, tips, and more!



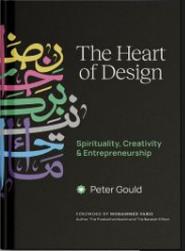
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25. Focus on people instead of fixating on ideas

Ensure it feels like it's made by humans, for humans.

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ABOUT THE AUTHOR



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peter-gould.com

Peter Gould is a design leader and entrepreneur. He advocates for heart-centered design that aligns spiritual aspirations and strategic design practice.

Over 20 years his clients have included Apple, Google the UN and a diverse creative portfolio for governments, startups, and global nonprofits.

His contributions to design have resulted in international acclaim, including a major award from the UAE Vice President. Peter is a recipient of the Stanford Certificate of Innovation & Entrepreneurship and has lectured Design Thinking at the University of Technology, Sydney. He was appointed as a UNHCR Ambassador in recognition of his efforts supporting refugees.

Peter's platform, The Heart of Design, has helped hundreds of teams and individuals worldwide to align their spiritual aspirations with meaningful creative and professional paths.

At the intersection of design, spirituality, and entrepreneurship, Peter aims to inspire a global like-hearted movement and grassroots creative communities for a bright, heart-centered future.



OVERVIEW

The Heart of Design: Spirituality, Creativity & Entrepreneurship is the first book from renowned designer and entrepreneur, Peter Gould.

An interactive guide to designing and aligning creative, professional and spiritual aspirations, **The Heart of Design** invites readers to discover why and how strategic value and personal transformation is unlocked through ‘design for remembrance’ in the age of ‘design for distraction’.

Adapted from Peter’s popular online program of the same name, *The Heart of Design* invites readers on a guided journey to empower and elevate their ideas & projects with a heart-centered, design-led process.



BACK COVER BLURB

The Heart of Design: Spirituality, Creativity & Entrepreneurship

An inspiring guide to seeking spiritual alignment and fulfillment in your work and life journey, by nurturing a heart-centered designer mindset.

- Discover spiritually-grounded strategic design tools to unlock your ideas with clarity and practical guidance on the path to developing meaningful projects, products, and startups.
- Develop your early ideas into clear concepts using a simple framework of timeless spiritual aspirations and foundational design principles.
- Illuminate your vision with inspiring stories from like-hearted founders, creatives, and dreamers who lead at the intersection of spirituality, creativity, and entrepreneurship.
- Reimagine career opportunities with a design journey to explore your ideas, develop product concepts, and virtuously serve humanity during globally uncertain times.
- Transform your outlook on innovation and design with a holistic approach that encourages design for remembrance in an age of design for distraction.

Whether you're a professional who feels stuck or misaligned at work or an aspiring entrepreneur who seeks spiritually grounded guidance and inspiration, this book will help you design a new path for your next season of life.

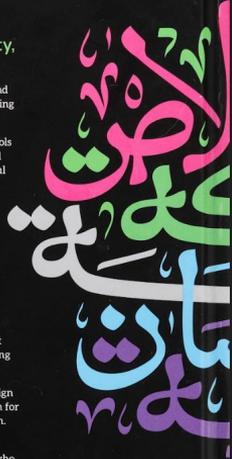
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theheartofdesign.com



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Uttibook
Publishing, UAE



KEY IDEAS

In 1 Sentence...

The Heart of Design: Spirituality, Creativity & Entrepreneurship by Peter Gould is an interactive guide that helps readers align their creative, professional, and spiritual aspirations through a heart-centered, design-led process.



KEY IDEAS

In 1 Paragraph...

The **Heart of Design: Spirituality, Creativity & Entrepreneurship** by Peter Gould guides readers in how to align their creative, professional and spiritual aspirations. Adapted from his popular online program, it teaches how to unlock strategic value and personal transformation through 'design for remembrance' in a world of 'design for distraction.' The book offers practical tools to merge spiritually grounded values with innovative design practices used by leading creatives and entrepreneurs.



FEATURED INTERVIEWS WITHIN THE BOOK

Imam Omar Suleiman | Teacher

Sami Yusuf | Musician

Yasmin Mogahed | Author & Teacher

Barakah Blue | Poet & Teacher

Imam Khalid Latif | Teacher

A. Helwa | Author & Poet

Tamara Gray | Educator

Abdallah Rothman | Teacher

eL Seed | Artist

Michael Sugich | Author

Chris Blauvelt | Founder



TESTIMONIALS



“The Heart of Design is the ground-breaking outcome of Australian entrepreneur and graphic designer Peter Gould’s decades-long quest to balance the worldly demands of his profession with the spiritual demands of his faith. It is an engaging, lucid, deeply considered guide to finding spiritual and creative equilibrium in a world that is increasingly out of balance. Every Muslim creative should read this book.”

Michael Sugich | Author



“What stands out is Peter’s ability to weave personal experiences with broader insights on purpose-driven creativity. His journey—filled with challenges, self-discovery, and a commitment to meaningful design—mirrors many of the questions I’ve been asking myself.”

Amara Ibrahim | Designer

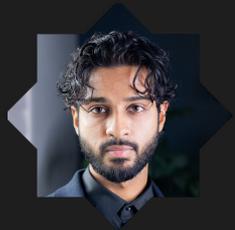


TESTIMONIALS



“I had the opportunity to read the book before the launch and I must say it’s absolutely phenomenal. A brilliant life journey full of wonderful anecdotes and applicable to all who harbour artistic adventures in their hearts as well as those who like to sit back and enjoy the art.”

Rehan Khan | Author



“This isn’t a book that promises shortcuts or secret formulas to success. Instead, it serves as a lantern—offering guidance through the darkness by sharing the wisdom and experiences of those who have walked the path before us.”

Adil Abbutalha | Startup Founder



TESTIMONIALS



“The Heart of Design” is a rare and essential resource for today's creative professionals. Peter Gould masterfully bridges the gap between spiritual values and design practice, offering a path for those seeking to create work that resonates beyond the surface level. Through his own journey of contentment (Ridaa) and experimental curiosity, Gould demonstrates how design can serve as a form of remembrance rather than distraction. Whether you're a designer, entrepreneur, or creative seeking to infuse your work with deeper meaning, this book provides practical guidance for integrating spirituality into your professional life without compromise. In a world obsessed with materialistic success, Gould's approach reminds us of design's power to manifest beauty, inspire connection, and elevate the human spirit.”

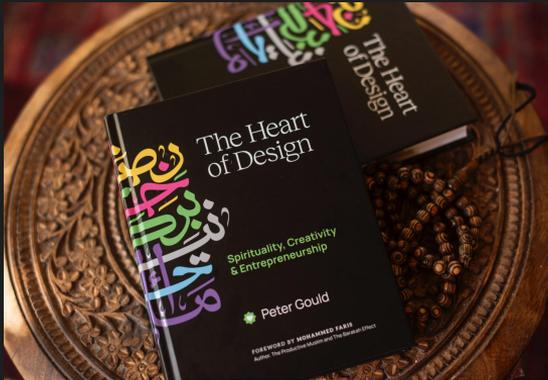
Mohammed Faris | Author, *The Productive Muslim*



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Logos and Lockups



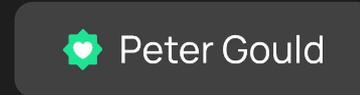
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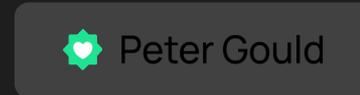
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Yellow: #FFDA40

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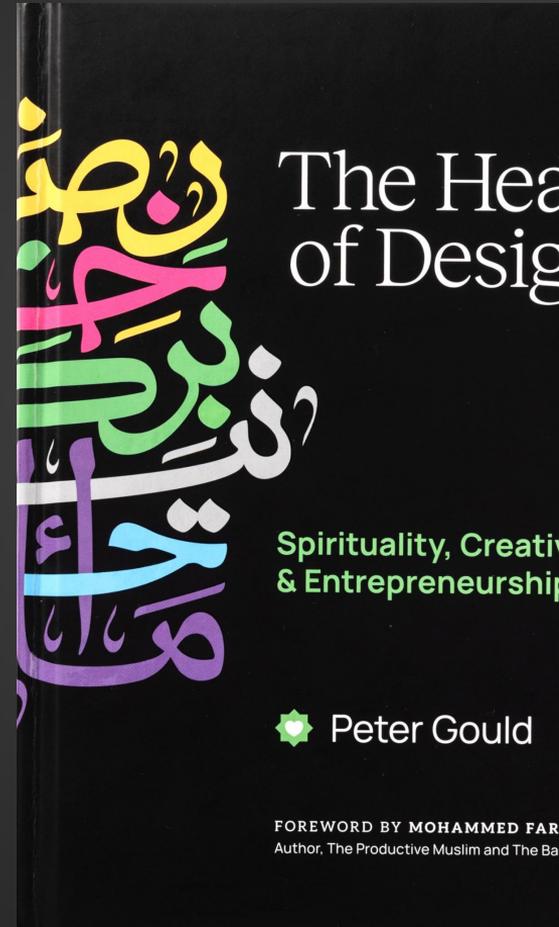
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