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Design Management

By Brigitte Borja de Mozota

Allworth Press, U.S. Paperback. Book Condition: new. BRAND NEW, Design Management, Brigitte Borja de Mozota, Providing designers and clients with a synthesis of practical blueprint and theoretical field guide to managing design, this comprehensive reference is written by a leading authority on design management. It shows how the various disciplines of design - product, packaging, graphic and environmental - create value and contribute to company performance. It also shows how to manage design within design firms and corporations. Divided into three sections - the basics of design, design value, and design management - this book illuminates how design and management have converged into one science, how design contributes to brand value, corporate innovation and vision, and how to incorporate it successfully into the business process. In 11 chapters, the author offers a theoretical discussion of design in relation to history, economic performance, management, marketing, innovation, and strategy, followed by a practical look at the design agency, operational and functional design management, and strategic design management. Each chapter is bolstered with case studies and leadership profiles from top international corporations that illustrate essential theories from design, management, and marketing. As readers systematically move from the principles of successful design management to its...



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