Design Management: Managing Design Strategy, Process and Implementation (Required Reading Range)

Kathryn Best

Design Management: Managing Design Strategy, Process and Implementation (Required Reading Range)

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Design Management (the management of design strategies, processes and projects) is an intricate subject. As the role of design in the world continues to broaden, organisations are increasingly viewing design as being integral to their decision-making processes.

This book leads the student through the key knowledge, practice and skill areas of design management, focusing on the strategy, process and implementation involved in the management of design.

Opening with a contextual overview of the subject, this book then explores the stages involved in the application of design to business. Each topic is accompanied by key questions that get the reader to think about the issues raised, and professional case studies and interviews demonstrate the knowledge and practices described. Areas of key practical skills are outlined in order to bridge the gap between creativity management and academic theory, and professional practice.

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