

Design Management



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This book leads the reader through the strategy, process and implementation of design management via an exploration of the required skills, theory and practice of each. It includes case studies and interviews from leading professionals and

corporations that have been carefully selected to demonstrate the knowledge in action.

作者介绍:

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About the Author

Kathryn Best originally trained as an architect and worked in architecture, interiors and brand consultancy with a range of clients including Orange and Starbucks. Her role involved translating brands into three-dimensional environments and ensuring that design concepts were carried through to completion.

Kathryn is currently course leader in Design Management at the University College for the Creative Arts at Farnham. She previously lectured at the Royal College of Art, London and at the Parsons School of Design, New York.

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