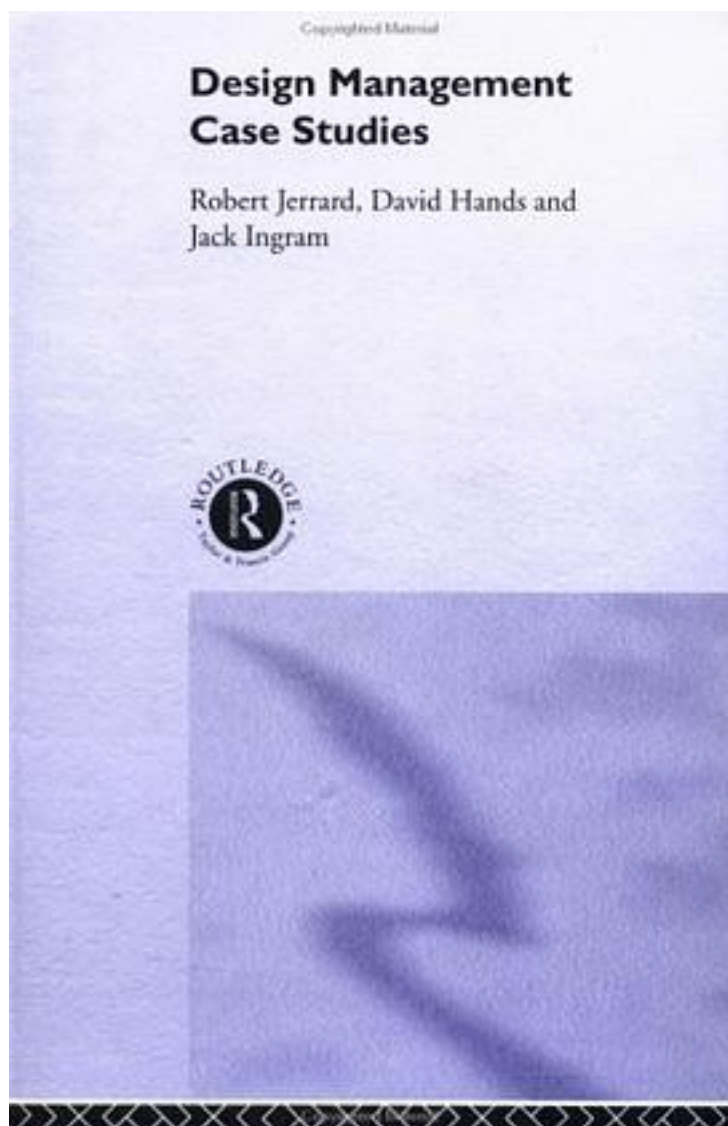


Design Management Case Studies



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Design Management Case Studies provides an unusual and timely contribution to knowledge of the management of product and service innovation. The six case studies described are from large and small companies in the UK and overseas. They cover a diverse range of industrial contexts including architecture, consumer products and services, textiles and clothing. Each case study includes an audit procedure, the main research methods used and key findings, providing both a unique understanding and different working definitions of design management in action. The book focuses on design management policy audits from selected companies, emphasizing the importance of communication. It also includes descriptions of the overall nature of design management, together with review and project questions that will enable the development and teaching of design management and design auditing. It provides useful insights into the way that design can be used as a strategic business tool. This invaluable textbook is a welcome contribution to design management, for those studying, teaching and practising in the area.

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