

Managing Strategic Design



Managing Strategic Design emphasizes the power of design management to drive corporate strategic goals, showing how design strategies can be thoughtfully formulated and managed to improve the performance of organizations. Taking an engaging and inspiring approach, this book will help design students and graduates to apply new concepts of design management in their works and to use design strategically to achieve organizational visions and targets. This is an essential text for managers, practitioners and students. Key benefits: Integrates design and management theory with a wealth of practical applications and examples Framed around the 4Ds model

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