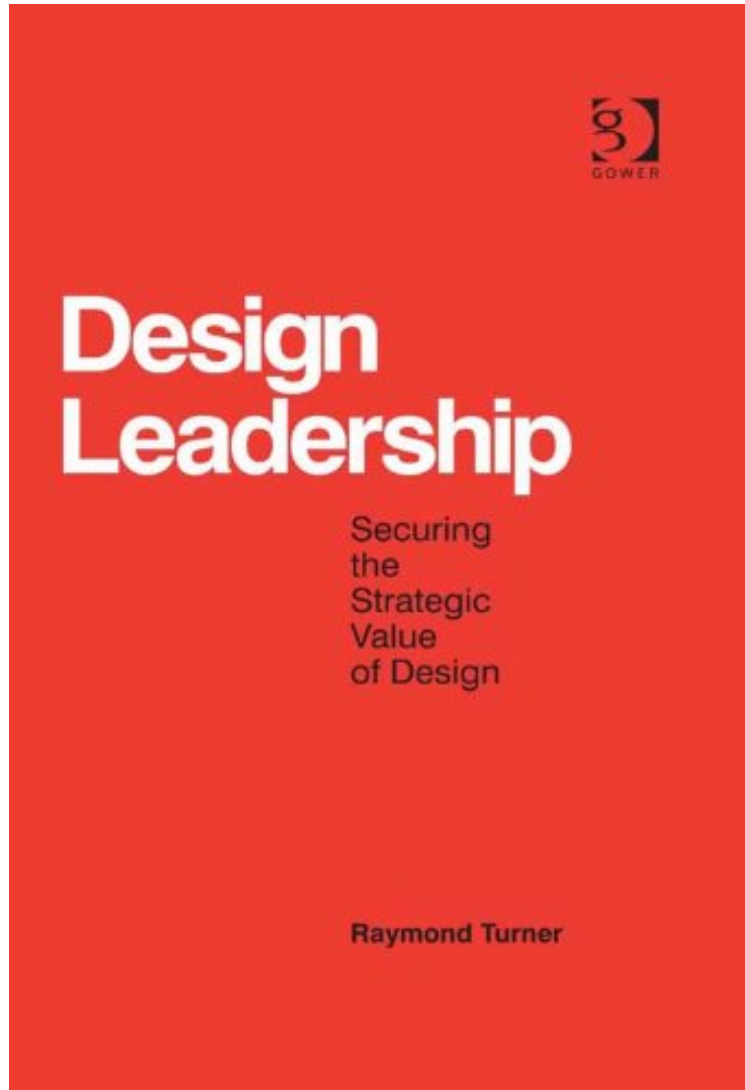


(Download) Design Leadership: Securing the Strategic Value of Design

Design Leadership: Securing the Strategic Value of Design

Mr Raymond Turner

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Mr Raymond Turner : Design Leadership: Securing the Strategic Value of Design before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design Leadership: Securing the Strategic Value of Design:

The fundamental tenet of this Design Leadership book is that design is a commercial and social imperative and its management and leadership are integral parts of what can make business successful, government effective and society safer and more enjoyable for everyone. The text draws on Raymond Turner's extensive experience and insights

into the effective use of design as a business resource for competitive advantage and social benefit. Raymond brings his experience of working for iconic businesses, projects and consultancies to provide essential, value creating, insights on the interface between design and business. Design Leadership adopts a straightforward approach that will be of great value to those who influence how organisations work - the managers and chief executives of a country's wealth creating engines. It is also of particular relevance to those with design management and leadership responsibilities as well as students who aim to work in these roles. The ideas at the heart of the book concern all who shape society and have the brief to improve our lives. Raymond Turner's advice will help all of these readers make design work and so become more effective more quickly.

'Raymond Turner is one of a handful of people in Europe and the USA who in recent years have formulated and dominated the profession of Design Management . In Britain, he has initiated major design developments as a Director of both London Transport and BAA, and as a consultant in building the Channel Tunnel. He currently holds wide ranging consultancies in Europe.' Peter Gorb, Life Fellow, Design Management Institute 'Turner treats design issues in a refreshingly holistic manner that avoids the trap of fragmenting design into unrelated pieces. Rather he sees environments, artifacts and communications as tiles to be coordinated into an effective mosaic. The book goes beyond theory and presents concrete examples that range from an airline terminal to a steam iron. Turner makes a clear and very important distinction between Design Management and Design Leadership. In addition he provides invaluable advice on an array of practical issues including organization and structure. This book belongs on every executive desk, not on drawing boards.' William J. Hannon, Professor Emeritus Massachusetts College of Art and Design, USA and Founder, Design Management Institute 'Raymond Turner takes design off its pedestal and places the thorny issues of design management and design leadership in a modern business context. Turner moves the reader from the basic theory to the complex real world challenges of 21st Century design practice. He illustrates how design is both an enabler of business strategy and a key component of brand stewardship and supports his arguments and visionary perspectives with a wealth of enlightening case studies.' Mike Ganderton, Senior Creative Director, the LEGO Group 'Raymond Turner is a design legend who brings together his extensive experience in this inspirational and practical book to give a Masterclass on the how to and the why of design leadership. There are treasures here for decision makers in both business and public services: this book is a template of design excellence for all.' Clive Grinyer, Director, Internet Business Solution Group, Cisco Systems, Inc. 'Raymond Turner has not only made the connections but brilliantly illustrated the value of good design to business, to consumers and to citizens. And he convinces us through his experiences that good design does make a crucial difference to our engagement in products and services and ultimately to our enjoyment and benefit from them.' Steven Barr, Management Consultant and PhD Student in Collaborative Systems Thinking, University of Bristol About the Author Raymond Turner helps companies secure strategic value from their design investment. Spending his career making design work, he is one of the few design professionals who has held senior posts on both sides of the client-designer divide, being Design Director of two large public and private companies and Managing Director of two international multidisciplinary design consultancies. He is a recognised authority on the strategic value of design to business and design management; and contributes to international conferences and design journals. Raymond has an Honorary Doctorate of Technology from London Guildhall University; an Honorary Masters degree from University for the Creative Arts; a First Class Honours degree in Industrial Design from Leeds; is a Fellow of the Chartered Society of Designers, a Member of the Design Management Institute and is qualified in mechanical and electrical engineering.