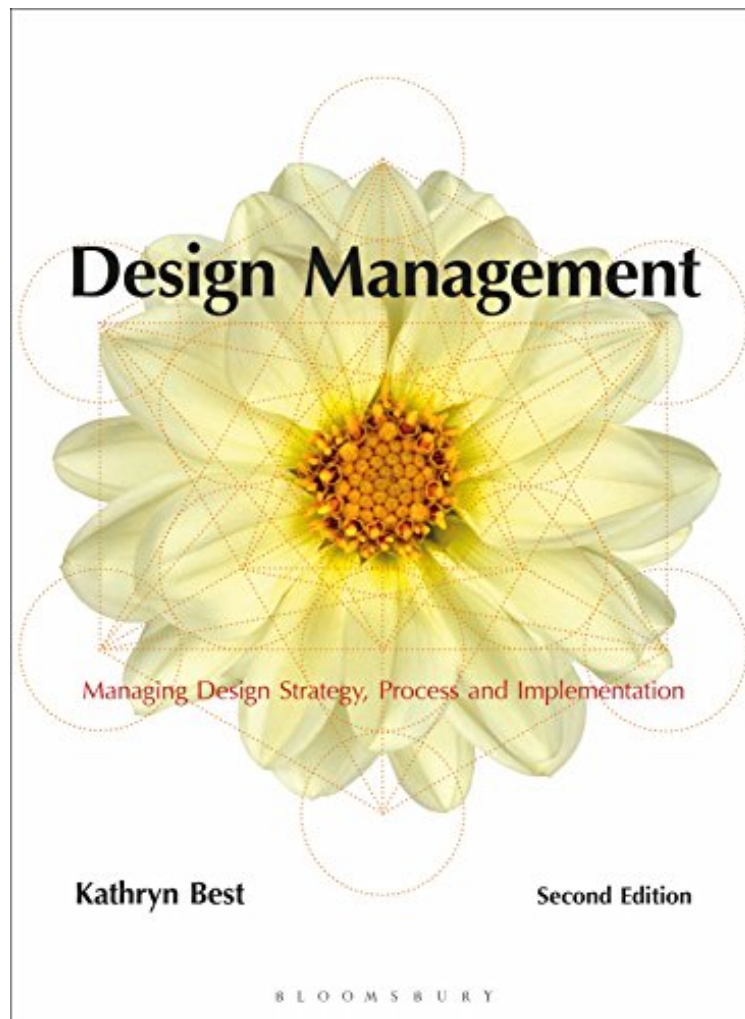


(Ebook pdf) Design Management: Managing Design Strategy, Process and Implementation (Required Reading Range)

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

*Kathryn Best*

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1 of 3 people found the following review helpful. Five Stars By K P Exactly what I was looking for as an introductory book to design management.

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. Opening with a contextual overview of the subject, Design Management 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.

A key text. Rich, stimulating and easy to read. I will be using as a key text... Very excited to finally have a book for my course. An excellent book with useful and applicable approaches to clarifying the stages and processes in the current practice. Good for both product and communication design. Clear and informative overview of the industry and well laid out with current examples and diagrams. Excellent visuals. About the Author Kathryn Best was Course Leader in Design Management at University for the Creative Arts (UK), and Research Professor at the Center for Cross Media, Brand, Reputation and Design Management (CBRD) at Inholland University of Applied Sciences. She is now a designer, consultant, author and educator: please see [www.kathrynbest.com](http://www.kathrynbest.com).