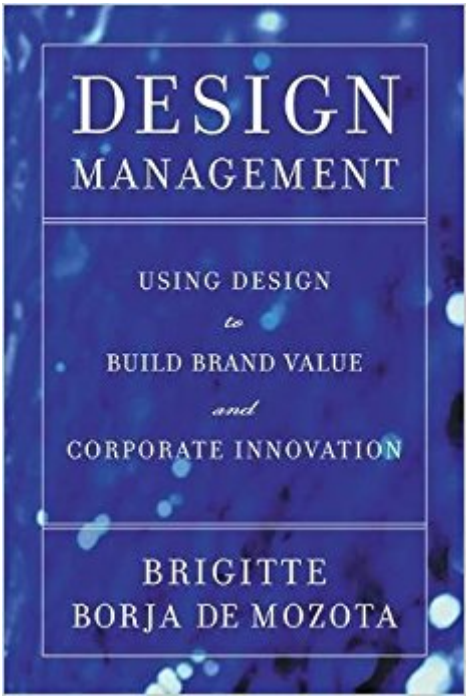
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Design Management: Using Design To Build Brand Value And Corporate Innovation



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Synopsis

Written by a leading authority in the fields of marketing and design, here is first book ever to bring together the theory and practice of design management. In eleven comprehensive chapters,Ã Â Design ManagementÃ Â offers time-tested tools for choosing the right design agency . . . integrating design in the organization . . . creating value and contributing to company performance . . . contributing to brand value and corporate vision . . . and implementing design projects. WhatÃ¢â ¬â„¢s more, dozens of case studies, real-life examples, and leadership profiles illustrate essential theories from design, management, and marketing. An indispensable reference for every design and marketing professional.• Copublished with the prestigious Design Management Institute in Boston • Features case studies from leaders in design and marketing managementAllworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don’t aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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Customer Reviews

Design Unlimited A New Book by Brigitte Borja de Mozota Reveals the Hidden Powers of Successful Design Management Businesses are discovering the power of design. From creating fresh products and packaging to designing letter heads, logos, or annual reports, designers have always contributed to a company’s value in innumerable ways. Yet few companies so far have strategically managed the business potential that can be the direct or indirect product of design projects and programs. DESIGN MANAGEMENT by the international researcher Brigitte Borja de Mozota now reveals how design can serve as a core driver of a company’s efficiency, economic success, and brand value. The first manual to cover the process of managing design comprehensively and in an international context and both from the designer’s and client’s perspective, Design Management is co-published by the Design Management Institute and Allworth Press.

Advance Praise for Design Management "Design Management is the Rosetta Stone of Design."—Gianfranco Zaccai, IDSA/ADI, Designer and Strategist, Founder and CEO, Design Continuum "Design’s collective contribution toward quality, innovation, and user experience cannot be matched in any other single profession. This book shows how the equation works."—Bonnie B. Briggs, Head of Brand Strategy, Caterpillar Inc. "This book provides a comprehensive treatment of important aspects of design management and makes a valuable contribution to the field. It is an essential reference resource for anyone interested in managing the design process and any company interested in enhancing the value of its products."—Professor Robert Veryzer, Ph.D., Rensselaer Polytechnic Institute

It could had been better

good reference book in the are of Design Management. Recommended

Wow, excellent theory!

This book repeats itself in almost every chapter. It’s three sections are chopped up by quotes that make sinking into each topic almost impossible. A book labeled Design Management, I would think, would be designed better for an enjoyable experience. Good for reference, not for reading.

Although this book is not written in textbook format I am using this book for class room instruction of

design students who are up-grading to a bachelors degree. I feel that this title is also appropriate for those students already at Bachelors level of Studies in Design Management and New Product Management.The book is written in scholarly style and features many short comments by established designers and fashion experts which are included to illustrate and accentuate topics of interest in the Design and fashion area.The book comes complete with an extensive and up to date reference list.I trust that this title will stimulate others in the design and fashion arena to publish their works.

While the title is promising the book turns out to be more of a collection of literature on the subject. Great quotes about the importance of design can be found throughout the text. Unfortunately, the book never goes into how to use design to build brand value or corporate innovation, although it proves that it should be done. Anyone looking to strengthen their case through quotes, or anyone who is just interested in what people throughout history have done should get this book.Overall, it is a great effort that doesn't quite fullfill the promise. Worthy nonetheless.

This author takes a practical approach to define the key competancies of the field of design maangement. Her scholarship is strong, and her examples and stories are meaningful. If anything, she sees this field both too broadly and too narrowly. Broadly--one might think that design management is the new business religion, seeking to fix it all. Narrowly--She spends less time on the process of design in favor of the activities possible. it is very good in the sense that it is not about industrial deisgn, but truly management.

This is a very thorough treatment of a new and growing topic, design management. Brigitte has effectively jumped the gun here, coming up with one of the first significant books in this area. There are often splits between the design and marketing functions in a company, yet she shows, in careful, methodical detail, how they best work together to come up with successful new designs.

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