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| Autore                  | Jerrard Bob.  |
| Titolo                  | Design management case studies // Robert Jerrard, David Hands, and Jack Ingram  |
| Pubbl/distr/stampa      | London ; ; New York : , : Routledge, , 2002   |
| ISBN                    | 1-134-56843-6<br>9786610115907<br>1-134-56844-4<br>1-280-11590-4<br>0-203-99452-3   |
| Descrizione fisica      | 1 online resource (251 p.)  |
| Altri autori (Persone)  | HandsDavid, Ph. D.<br>IngramJack <1959->  |
| Disciplina              | 658.5/75  |
| Soggetti                | Industrial design - Management<br>Electronic books.   |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Description based upon print version of record.   |
| Nota di bibliografia    | Includes bibliographical references and index.  |
| Nota di contenuto       | Book Cover; Title; Contents; List of figures; List of tables; Notes on contributors; Preface; Acknowledgements; Introduction; Notes on the nature of Design Management; Introduction to the case studies; Electrolux: the management of complexity in a large organization; Research methodologies for postgraduate studies in Design Management; Design Management audits; Managing and marketing creativity: perspectives on design consultancy and architectural practice; The effectiveness of Design Management communication in British Telecom; Design Management potential at David Clarke Associates<br>Branding in the fashion industry: Charlie Allen Menswear<br>Managing design at Skopos; Index |
| Sommario/riassunto      | This introductory text to the relatively young discipline of design management provides invaluable case study material on a diverse range of industrial contexts including international design policy at Electrolux.   |

