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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Designer economies -- Economies of "design", signs and space : management, marketing, design and production -- Nefarious learning : imitation versus inimitability and differentiation by design -- Design histories : anonymous design, hidden innovation and professional design -- Corporate strategy and designing competitiveness -- Design, corporate competitiveness and regional economic development -- Varieties of capitalism : from global production networks to production projects and distributed tasks -- Creating and shaping things: placing and spacing product design -- Designing capitalism: distributed tasks and divisions of expertise and labour.
Sommario/riassunto	Design is central to every service or good produced, sold and consumed. Manufacturing and service companies located in high cost locations increasingly find it difficult to compete with producers located in countries such as India and China. Companies in high-cost locations either have to shift production abroad or create competitive advantage through design, innovation, brand and the geographic distribution of

tasks rather than price. Design Economies and the Changing World
Economy provides the first comprehensive account of the relationship
between innovation, design, corpo
