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15 Successful Design Management in Small and Medium-sized Businesses
16 A Study on the Value and Applications of Integrated Design Management;
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Sommario/riassunto

The management of design has emerged as central to the operational and strategic options of any successful organization. The Handbook of Design Management presents a state of the art overview of the subject - its methodologies, current debates, history and future. The Handbook covers the breadth of principles, methods and practices that shape design management across the different design disciplines. These theories and practices reach from the operational to the strategic, from the product to the organization. Bringing together leading international scholars,
