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Sommario/riassunto	Open innovation, pro-sumers, disruptive design and brand fanaticism are amongst a handful of new approaches to design and innovation that have generated discussion and media coverage in recent years. In practice, these ideas often excite more than providing pragmatic strategies. Open Design and Innovation develops the argument for a

more nuanced acknowledgement and facilitation of 'non-professional' forms of creativity; drawing on lessons from commercial design practice; theoretical analysis and a wider understanding of innovation. The book offers a critique of the hype surrounding some of the
