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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 Branding in the fashion industry: Charlie Allen MenswearManaging 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.
