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Nota di contenuto	Introduction to Design & the Creation of Value / Clive Dilnot -- A note on John Heskett's economics / Cameron Weber -- Design as an economic necessity for governments and organisations / Sabine Junginger -- Notes on editing the manuscript Design and the Creation of Value / Clive Dilnot -- Design in Economic Life? -- Economic Theory & Design. Neo-Classical Theory -- Austrian Theory -- Institutional Theory -- New Growth Theory -- The National System -- Design & the Creation of Value. Design from Standpoint of Economics -- Economics from the Standpoint of Design -- Design and Value from the Standpoint of Practice -- Appendix 1: Socialist Theory -- Appendix 2: Value and Values in Design -- Afterword / Sharon Helmer Poggenpohl.
Sommario/riassunto	"John Heskett was a leading design historian with a particular interest in design and economics. This book publishes for the first time his writings on design and economic value, and design's role in creating value in organisations and products. The first part of Heskett's text introduces the main traditions of economic thought as they explain the relationship between producers, markets, products and consumers; he then goes on to consider the importance of design and design thinking in innovating and creating value in business practice and product development. Heskett refers to examples of businesses such as Dyson and Apple that have successfully responded to the value of design in their practice, and others such as the Ford Motor Company that were

faced with the threat of bankruptcy because they failed to encourage innovation and creativity or to respond adequately to the challenges and opportunities presented by new technology. Heskett's text is accompanied by critical and contextualising overviews by leading design scholars, which place Heskett's writings within the framework of contemporary design and business thought and practice."--
