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Nota di contenuto	Acknowledgements -- An Introduction to Designing Business, Jurgen Faust, MHMK, Munich, Germany and Sabine Junginger, School of Design Kolding, Denmark -- Design Shifts : 1. Design on New Ground: The Turn to Action, Services & Management, Richard Buchanan, Weatherhead School of Management, Case Western Reserve University, USA ; 2. Designing Business Matters means Designing Business Models, Jurgen Faust, Macromedia University, Germany ; 3. Thoughts on Design as a Strategic Art for Organizations, Sabine Junginger, Kolding School of Design, Denmark -- Organizational Developments : 4. Struggle in Designing and in Management, Richard Boland, Weatherhead School of Management, Case Western Reserve University, USA ; 5. Three Thousand Years of Designing Business & Organizations, Ken Friedman, Swinburne University of Technology, Australia ; 6. Redesigning Organization Design, Daved Barry, Copenhagen Business School, Denmark -- Design Thinking Approaches : 7. Bridging Design and Business Thinking, Charles Burnette, Design Educator, USA ; 8. Design Thinking as an Indication of a Paradigm Shift, Oliver Szasz, MHMK, Germany ; 9. Design Thinking in Teaching Innovation, Castulus Kolo and Christoph Merdes, MHMK Germany ; 10. Emerging Production

Models: A Design Business Perspective, Stefano Maffei and Massimo Bianchini, Politecnico Milan, Italy ; 11. Handmade by Love-Crochet Work and Social Business Design, Nadja Ruby, Elisa Steltner and Wolfgang Jonas, University of Arts Braunschweig, Germany -- Educational Challenges : 12. A Studio at a Business School? Stefan Meisiek, Copenhagen Business School Denmark, Denmark ; 13. Designing Education for Business by Teal Triggs, University of the Arts, UK ; 14. Collaboration requires Design Thinking by Matthew Hollern, Cleveland Institute of the Arts, USA ; 15. Translational Design - The Evolution of Design Management for the 21st Century, Michele Rusk, University of Ulster, Ireland ; 16. Weaving Together Creative Problem-Solving (CPS) and Design Thinking in an MBA Class, Amy Zidulka, Royal Roads University, Canada -- Index.

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## Sommario/riassunto

"Scholars and practitioners from management and design address the challenges and issues of designing business from a design perspective. Designing Business and Management combines practical models and grounded theories to improve organizations by design. For designing managers and managing designers, the book offers visual and conceptual models as well as theoretical concepts that connect the practice of designing with the activities of changing, organizing and managing. The book zooms in on designing beyond products and services. It focuses on designing businesses with a particular onus on social business and social entrepreneurship. Designing Business and Management contributes to and enhances the discourse between leading design and management scholars; offers a first outline of issues, concepts, practices, methods and principles that currently represent the body of knowledge pertaining to designing business, with a special focus on perceiving business as a social activity; and explores the practices of designing and managing, their commonalities, distinctions and boundaries."--Publisher's description.

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