

1. Record Nr.	UNINA9910800062503321
Autore	Bryson J. R. <1963->
Titolo	Design economies and the changing world economy : innovation, production and competitiveness // John R. Bryson and Grete Rusten
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York : , : Routledge, , 2011
ISBN	1-136-88361-4 1-136-88362-2 1-283-04344-0 9786613043443 0-203-83929-3
Descrizione fisica	1 online resource (265 p.)
Collana	Routledge studies in human geography ; ; 33
Altri autori (Persone)	RustenGrete
Disciplina	658.4/012
Soggetti	Industrial design New products Competition, International
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Designer economies -- Economies of "design", signs and space : management, marketing, design and production -- Nefarious learning : imitation versus inimitability and differentiation by design -- Design histories : anonymous design, hidden innovation and professional design -- Corporate strategy and designing competitiveness -- Design, corporate competitiveness and regional economic development -- Varieties of capitalism : from global production networks to production projects and distributed tasks -- Creating and shaping things: placing and spacing product design -- Designing capitalism: distributed tasks and divisions of expertise and labour.
Sommario/riassunto	Design is central to every service or good produced, sold and consumed. Manufacturing and service companies located in high cost locations increasingly find it difficult to compete with producers located in countries such as India and China. Companies in high-cost locations either have to shift production abroad or create competitive advantage through design, innovation, brand and the geographic distribution of tasks rather than price.Design Economies and the Changing World

Economy provides the first comprehensive account of the relationship
between innovation, design, corpo
