

1. Record Nr.	UNINA9910777346403321
Autore	Jerrard Bob
Titolo	Design management case studies // Robert Jerrard, David Hands and Jack Ingram
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2002
ISBN	9780203994528 0203994523 9781134568437 1134568436 9781134568444 1134568444 9786610115907 6610115907 9781280115905 1280115904
Descrizione fisica	1 online resource (251 pages) : illustrations
Disciplina	658.5/75
Soggetti	Industrial design - Management
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	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 Menswear Managing 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.

2. Record Nr.	UNINA9910816893003321
Titolo	Friedrich Nietzsche : die frohliche wissenschaft. // herausgegeben von Christian Benne und Jutta Georg
Pubbl/distr/stampa	Berlin, [Germany] ; ; Boston, [Massachusetts] : , : De Gruyter, , 2015 ©2015
ISBN	3-11-044030-X 3-11-043174-2
Descrizione fisica	1 online resource (196 p.)
Collana	Klassiker Auslegen, , 2192-4554 ; ; Band 57
Classificazione	CG 5915
Disciplina	193
Soggetti	Religion - Philosophy Philosophy
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Frontmatter -- Inhalt -- Siglenverzeichnis -- Einführung -- „die letzte Entscheidung über den Text zwingt zum scrupulösesten ‚Hören‘ von Wort und Satz“ – Textgenese und Druckgeschichte der Fröhlichen Wissenschaft -- Vorrede: Die Bedeutung der Zurückdatierung -- Nicht mit der Hand allein: „Scherz, List und Rache“. Vorspiel in deutschen Reimen“ -- „eine unaufhaltsam rollende Maschine im Kopfe“ -- Der „gute Wille zum Scheine“ -- Nietzsche Naturalizing -- Philosophie als Jasagen -- Fünftes Buch: „Wir Furchtlosen“ -- Stagnation und Höhenflug -- A Concluding Fable -- Auswahlbibliographie -- Personenregister -- Autorinnen und Autoren
Sommario/riassunto	Die Fröhliche Wissenschaft gilt als das erste durchkomponierte Werk von Nietzsches reifer Philosophie. Sie formulierte erstmalig jene Motive, die man später zu seinen ‚Lehren‘ verkürzte, darunter den Tod Gottes, das amor fati, die Lebensbejahung, den Willen zur Macht, den Perspektivismus. Schon Giorgio Colli sprach von „Nietzsches

gelungenstem Versuch philosophischer Mitteilung“. Mit ihrer Aufwertung begann auch die moderne Nietzscheforschung. The Gay Science is regarded as the first fully developed presentation of Nietzsche's mature philosophy. For the first time, it formulated the motifs later referred to as his "teachings," including the death of God, the amor fati, the affirmation of life, the will to power, and perspectivism. G. Colli called it "Nietzsche's most successful attempt at philosophical communication." Its reception signaled the beginning of modern Nietzsche research.
