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research; Empowering the Design Team: a multimedia design resource to facilitate the capture, retention and reuse of knowledge acquired during product development; Designing over networks: a review and example of using internet collaboration and communication tools in design; The Long-Term Benefits of Investment in Product Design and Innovation; 'Prototype Theory' and the Modelling of New Product Perception; Directing Designers Towards Innovative Solutions Networking New Product Development: the integration of technical and product innovationAn Innovative Approach to Developing the New British Standard on Innovation Management; An 'Open Systems' Approach to the New Business of Design; Multimedia Network Applications in the Fashion Industry; Putting Practice into Practice: assimilating design within the corporate culture; Contributors; Subject Index

Sommario/riassunto

New product design and development is often the result of personal vision. Harnessing this often requires a special receptiveness and enthusiasm at all levels of an organization, which serves to unlock potential and can turn the entire organizational pyramid upside-down. It is particularly important to understand and develop those aspects of design which can be constructively employed by designers in a strategic alliance with management and research.; The papers in this volume result from the conference of the Design Society held at the University of Central England in September 1998. They sho
