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Autore	Zeitz Jochen
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Economy"'; "'Dialogue: Manager and Monk"'; "'8: Sustainability"'; "'Dialogue: Manager and Monk"'; "'9: Strengths and Weaknesses"'; "'How Managers Can Turn Weaknesses into Strengths"'; "'Dialogue: Manager and Monk"'; "'10: Responsibility'"

Sommario/riassunto

An exploration of spirituality, values, and sustainability in business When Jochen Zeitz and Anselm Grun first met onstage as "'the manager and the monk,'" Zeitz was CEO and Chairman of Puma, and Father Grun was a monk serving as cellarer, the business manager of his Benedictine abbey. They came together to discuss their shared goal: what it means to lead and manage responsibly and sustainably in today's shifting world. Available for the first time in English, *The Manager and the Monk* features these topical essays and dialogues, drawing on sources as diverse as the Bible, contemporary relig

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Industrial design

Digital media

Industrial Design

Digital and New Media

Inglese

Materiale a stampa

Monografia

Nota di contenuto

Sustainability and the Designer's Environmental Responsibility -- The Past Packs the Future. Circularity and pre-disposable packaging history for contemporary Reusable Packaging Design -- Designing the Visual Communication Strategy. A Creative workshop to boost Communication effectiveness -- The relevance and pertinence of Creativity and Innovation in the Design of creative processes -- Cross-Cultural Differences in Emotional Response to Visual Information -- Impact of Neurofeedback on Emotional Response to Communication Design -- Editorial Design as a vehicle for Intangible Cultural Heritage. The "Inefável" Project -- A review of the study of traditional Chinese cultural symbols Based on CitrSpace knowledge graph analysis -- The Bulgarian Folklore Ornament. A Means of Visual Communication -- Wayfinding for a non-governmental organization A signage system for Banco de Bens Doados -- Equitable Wayfinding and Wayshowing Systems in Higher Education Buildings. Case study of the Polytechnic Institute of Portalegre -- A study on the Influence of light color in trust-based decision-making -- Chromatic Planning for Social Housing Neighbourhoods -- Color – A factor of relevance in sketches -- Imagery analysis requirements in the context of Brand Visual Language. The case of Fiat Mobi -- Contributions to a theoretical-practical analysis of the efficiency of cine-imagetic typography in the reading experience -- The unequal city: A critical reflection through a collaborative project -- Inclusive Play Framework. An Approach to Promote Awareness about Gender Neutral Play in Portuguese Context -- The Expectations Involved in an Audiovisual and Multimedia Degree Internship: Case Study at IPBeja -- Designing the future. Bioneurodesign and the new frontier of human-centric innovation -- Design for e-commerce sustainability. Contribution to a sustainable proposal for supermarket delivery services -- Regenerative Spaces for Hospitality. Exploring innovative design strategies for sustainable tourism experience -- The relevance of preserving the Matosinhos. House as cultural heritage using Virtual Reality -- The role of Ergonomics, sustainability and aesthetics in Product Design Process -- Usability (US), User Experience (UX) and Methodological Procedures in User x Product Interaction Evaluations.

Sommario/riassunto

This book presents cutting-edge methods and findings that are expected to contribute to significant advances in the areas of communication design, fashion design, interior design and product design, as well as musicology and other related areas. It especially focuses on the role of digital technologies, and on strategies fostering creativity, collaboration, education, as well as sustainability and accessibility in the broadly-intended field of design. Gathering the first volume of the proceedings of the 9th EIMAD conference, held in hybrid format from 27 to 29 June 2024, and organized by the School of Applied Arts of the Polytechnic Institute of Castelo Branco, this book offers a timely guide and a source of inspiration for designers of all kinds, advertisers, artists, and entrepreneurs, as well as educators and communication managers. .