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Autore	LULL, Ramon
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- General Introduction -- Section 1: Traditions and Origins of Design Management -- Section 2: New Educational Perspectives for Designers and Managers -- Section 3: Design, Management and The Organisation -- Section 4: Into A Changing World -- Conclusions -- Bibliography -- Index.
Sommario/riassunto	The management of design has emerged as central to the operational and strategic options of any successful organization. The Handbook of Design Management presents a state-of-the-art overview of the subject - its methodologies, current debates, history and future. The Handbook covers the breadth of principles, methods and practices that shape design management across the different design disciplines. These theories and practices extend from the operational to the strategic, from the product to the organization. Bringing together leading international scholars, the Handbook provides a guide t.