



The Design Agenda: A Guide to Successful Design Management

By Rachel Cooper, Mike Press

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UK Design lies between the worlds of culture and commerce, between passion and profit. Design is indeed a passion for things, offering methods that enable them to come into being. It follows that design should also aspire to a passion for the people who use these things, for their quality of life, their aspirations: a passion for betterment. The management of design is about fostering that passion and linking it to the fulfilment of corporate goals and profitability. The Design Agenda explains why it is necessary and how it can be done. This clearly written book:

- * draws on the best methods to provide practical guidance on effective design management

- * contains a unique resource guide to enable further study and research

- * contains contemporary examples to illustrate the value of well managed design

In combining practical advice with a theoretical overview the book represents an ideal introductory text for a range of design students and an excellent source of information to middle managers in retail and manufacturing industries.

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Editorial Review

From the Publisher

Based on the authors' current research and prior expertise in the field, this book profiles the importance of design at all stages of corporate activity in terms of economic, social and cultural aspects of national and international society. Demonstrates methods through which to develop design strategies.

From the Inside Flap

This book is an introduction to design management. It embraces a range of design related topics, from the introduction of the subject of design to the definition of design disciplines. It discusses why design is important not only to a company but also to the economic, social and cultural aspects of society both nationally and internationally. The authors highlight the importance of incorporating design at all levels of corporate activity, in terms of quality, marketing, technology and production. They offer ways in which companies should develop design policies and design strategies. The book provides students of design management and marketing with an ideal introductory text on design management, offering a theoretical overview with plenty of practical advice. Middle managers in retail and manufacturing industries will find the book a useful source of information on the management of design.

From the Back Cover

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Joseph Boyd:

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