

**Advance
Information**



Design Management: Managing Design Strategy, Process and Implementation

Kathryn Best

Design Management – the management of design strategies, processes and projects – is an intricate subject. As the role of design in the world continues to broaden, organisations are increasingly viewing design as being integral to their decision-making processes.

This book leads the student through the key knowledge, practice and skill areas of design management, focusing on the strategy, process and implementation involved in the management of design.

Opening with a contextual overview of the subject, this book then explores the stages involved in the application of design to business. Each topic is accompanied by key questions that get the reader thinking about the issues raised, and professional case studies and interviews demonstrate the knowledge and practices described. Areas of key practical skill are outlined to bridge the gap between creativity management, academic theory and professional practice.

Publication
January 2007

Extent
214pp

Format
300mm(h) x 220mm(w)

Colour images
300

Binding
Paperback with flaps

ISBN
2-940373-12-4
978-2-940373-12-3

Price
£24.95

Selling points

- Brings together the study of two different disciplines: design and management.
- Promotes a clearer understanding of the relationship between design and management and its importance within an organisation.
- Clear guide to managing the strategy, the process and the implementation of a project from conception to delivery.

Readership **Advanced**

- An indispensable guide for students of design, design management, marketing, media communications and business studies.
- All those involved in the management of design within macro or micro organisations.

Author

Kathryn Best originally trained as an architect and worked in architecture, interiors and brand consultancy (with amongst others HOK, RTKL and Wolff Olins) and with a range of clients (such as Orange and Starbucks). Her role involved translating brands into three-dimensional environments and ensuring that design concepts were carried through to completion.

Kathryn is currently Course leader in Design Management at the University College for the Creative Arts at Farnham. She has previously lectured at the Bartlett School of Architecture and the Royal College of Art (London), and the Parsons School of Design (New York).

English Language
Support Office
AVA Publishing (UK) Ltd.
56a Chapel Road
Worthing, W. Sussex
BN11 1BE, UK
Tel +44 1903 204455

ava publishing sa
Rue des Fontenailles 16
Case postale
1000 Lausanne 6
Switzerland
Tel +41 78 600 5109
sales@avabooks.ch

Distributed by:
Thames & Hudson Ltd.
181A High Holborn
London WC1V 7QX
Tel +44 (0) 20 7845 5000
Fax +44 (0) 20 7845 5050
sales@thameshudson.co.uk