

Diseño rentable

Making Design Work



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Design is an amazing platform for improvement, at the service of companies and, therefore, of society, which is already a requisite for entering a great number of markets. This work is directed at organisations for which design is still in the in-tray. From a management viewpoint, it proposes ten topics for consideration in reducing the risks associated with taking design-related decisions. The tools and concepts offered here are open proposals which each individual can deal with appropriately. This is not a design management text, but a species of pocket 'Swiss army knife' for everyday use.

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