

El diseño a su servicio

Design at Your Service



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This book analyses the birth of Serices Design as a discipline, outlines its main tools and puts forward a model for the way in which design can be valuable in every phase of the development of a new service. The aim of the text is to arouse interest in the topic in the members of at least two groups: businessmen/women and entrepreneurs, who will, hopefully, finish the text with a clear idea of what, how and when a designer can help them to improve their business concept, and professionals, who may see services design as specialisation of the future.

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