



The Design Agenda: A Guide to Successful Design Management

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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