



The Fundamentals of Design Management

By Kathryn Best

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The book explicitly places the principles and processes of design within the context of a business or enterprise, explaining how design management can relate to the cultural, environmental, political and social impact of an enterprise. It emphasises the inter-disciplinary nature of design management, and as such is of relevance to students of a number of disciplines: from art and design to business, marketing or media.

The Fundamentals of Design Management is supported throughout by a range of interviews and case studies, taken from design practitioners and industry experts.

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Editorial Review

Review

'The Fundamentals of Design Management is a dynamic publication that delivers exactly what it says on the tin. The second of two books by Kathryn Best is a critical addition to any aspiring design manager's library. It would also serve as a valuable reference tool for any business leader who wishes to successfully harness the power of design.'

- Gethin Roberts, *Engineering Designer*, July 2010

'Highly relevant and very pleased with this book.'

- Eunkyong Baek, Design Theory Department, De Montfort University, UK

'Good content and appropriate for project management.'

- Michele Thompson, Bishop Burton College, UK

'As with other AVA publications *The Fundamentals of Design Management* clearly articulates all elements and processes involved. The design and layout of the book adds to its appeal as our learners find this kind of visual engagement both stimulating and inspiring. The use of case studies to evidence how Design Management works for specific brands is well constructed and communicated. The images used also help to support the accompanying commentaries. The statistical and diagrammatical information is also very easy for students to understand and decipher.'

- Simon Gomes, Course Leader: BA (Hons) Graphic Design, University Centre Doncaster, UK.

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(Gethin Roberts *Engineering Designer* 2010-07-01)

From the Back Cover

The Fundamentals of Design Management is a comprehensive reference book for anyone seeking an introduction to the basic concepts and principles that inform the management of design projects, teams and processes within the creative industries.

Broken down into six chapters, *The Fundamentals of Design Management* introduces the interdisciplinary nature of the creative industries; the integrated nature of design management and the relationships between people; the basics of

business and enterprise; legal, financial and economic procedures and marketing and brand communications. Contextual perspectives and case studies appear throughout, which help give a better understanding of the design management challenges faced by clients, consultancies and customers in the area of design, business, creativity and innovation.

The Fundamentals of Design Management is an invaluable resource tool students studying design management, and for other professionals who work in the creative industries.

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About the Author

Kathryn Best is a designer, consultant, educator and author. She runs courses in design, strategy and innovation for academia and industry, specialising in interdisciplinary and collaborative working methods. Kathryn previously worked in architecture, interiors and brand consultancy, both in the US and UK, where she specialised in retail design and narrative environments. Kathryn's current research interest is in the potential of design and design thinking as a tool for innovation and change in the context of business, society, culture and the environment.

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