

## Diseño rentable

Making Design Work



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**Publisher:** [Index Book](#) [2]

**Year of Publication:** 2008

**Pages:** 224

**Number of editions:** 2

**Spanish Retail price:** 20.00€

**ISBN:** 978849674827

**Genre:** Others

SPRING

2011

**Season:** SPRING 2011

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.

Publishing rights available from **Company:** Index Book

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Additional information **Prizes and reviews:**

Premio Sant Jordi for the best design text, 2008. Shortlisted for the VISUAL book design prize in book and cover design.

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