



# The Fundamentals of Design Management

*Kathryn Best*

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## **The Fundamentals of Design Management** Kathryn Best

*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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