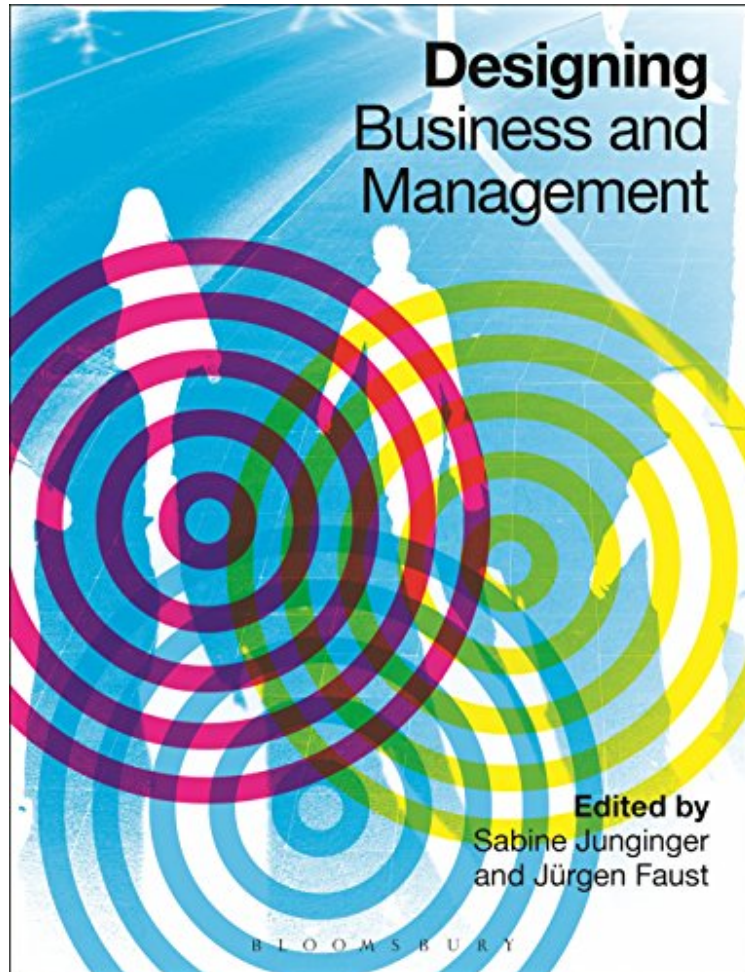


Designing Business and Management

Sabine Junginger, Juuml;rgen Faust
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Sabine Junginger, Juuml;rgen Faust : Designing Business and Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Designing Business and Management:

Scholars and practitioners from management and design address the challenges and issues of designing business from a design perspective. Designing Business and Management combines practical models and grounded theories to improve organizations by design. For designing managers and managing designers, the book offers visual and conceptual models as well as theoretical concepts that connect the practice of designing with the activities of changing, organizing and managing. The book zooms in on designing beyond products and services. It focuses on designing businesses with a particular onus on social business and social entrepreneurship. Designing Business and Management contributes to and enhances the discourse between leading design and management scholars; offers a first outline of issues, concepts, practices, methods and principles that currently represent the body of knowledge pertaining to

designing business, with a special focus on perceiving business as a social activity; and explores the practices of designing and managing, their commonalities, distinctions and boundaries.

Responding to the latest developments in theory and application, this book reflects upon the ways in which design thinking can be approached from various academic and practical backgrounds. Together, the contributors point the way for designing business as a field of research and practice and as an emerging management discipline. Lars Rademacher, Darmstadt University of Applied Sciences, Germany "...design is facing a radical transition from individual method to entrepreneurial/corporate strategy... the focus has always been on the individual artistic expressions of designers. Now is the time to firmly incorporate design into corporate processes and this book offers an excellent foundation for this. Strategic thinking and acting is needed... here product design becomes lifestyle." Professor Bernhard Buerdek, Professor Emeritus at Offenbach University of Art and Design About the Author Sabine Junginger is a fellow at the Hertie School of Governance and a visiting professor at Macromedia University of Applied Sciences, Germany. She co-edited the Handbook of Design Management (2011) and has had articles published in Design Issues, The Design Journal, The Journal of Business Strategy and the Design Management Journal. Jürgen Faust is vice-president of Macromedia University Munich, Germany. He has also served as a dean for academic affairs at Macromedia University, and was the international consultant for strategy and development at the Istituto Europeo Disegno Group in Milan, Italy. His other works include Dialogues in the Realm of Managing as Designing (2004) and Managing as Designing Needs: A Theory of Design in Designing Information and Organizations with a Positive Lens (2007).