

《Companies Searching》

图书基本信息

书名：《Companies Searching for Excellence in Design 广告设计》

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内容概要

Stories of good design can fire imaginations and creativity. The first 'Hall of Fame' published by ICSID, the International Council of Societies of Industrial Design, sheds light on the characteristics successful companies adopt as an essential part of their strategy to succeed with design. Through these stories, we learn that success in design can only be achieved when a company develops a general consciousness of design and innovation alongside the other fundamental aspects of successful business which need to be in place. Design is no miracle cure, but it is a tool by which companies who know how to harness the benefits of design, not only sustain, but increase their success, whether IBM or Crown of America, Fiskars or Iittala of Finland or Duravit or Miele of Germany. A compelling preface by ICSID President, Peter Butenschon of Norway, is followed by seven criteria for design presented by Professor Dr. Peter Zec, the creator and founder of the international red dot design award. An overview of the growth of Industrial Design in the United States and an insight into the continuing expansionist phase of its emergence across the Asian Tigers, as well as a view of the place of design in the history of manufacturing, make the 'Hall of Fame' an indispensable work of reference for design-orientated companies, marketing experts, agencies, journalists and up-and-coming designers. A short history of ICSID reveals a thread of influence, stretching back to the mid-1950's, which has contributed to the international development of Industrial Design during its growth to maturity in the latter half of the 20th century.

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