

## عنوان مقاله:

An introduction to the concept of design management

## محل انتشار:

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## خلاصه مقاله:

Globally, Design has been crucial to developing and enhancing industries, civilizations, and cultures. Within the concept of design management, Designers are now asked to care about the business aspects of design and design aspects of the businesses and this, in turn, led to the formation of professionals like design managers that are responsible for overseeing all aspects of design work from ideation, production, and delivery. Given the complexity of design management in terms of being interdisciplinary and the wide range of tasks and duties that design managers have, this paper aims to investigate the concept of Design in design management and provide an overview of what design management is and what it does. Design management is an integral part of any organization. It provides a competitive edge, creates a unique identity for the company, and ensures that the product or service is tailored to .meet customer needs and business goals

## کلمات کلیدی:

design management, design thinking, business design, Design

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