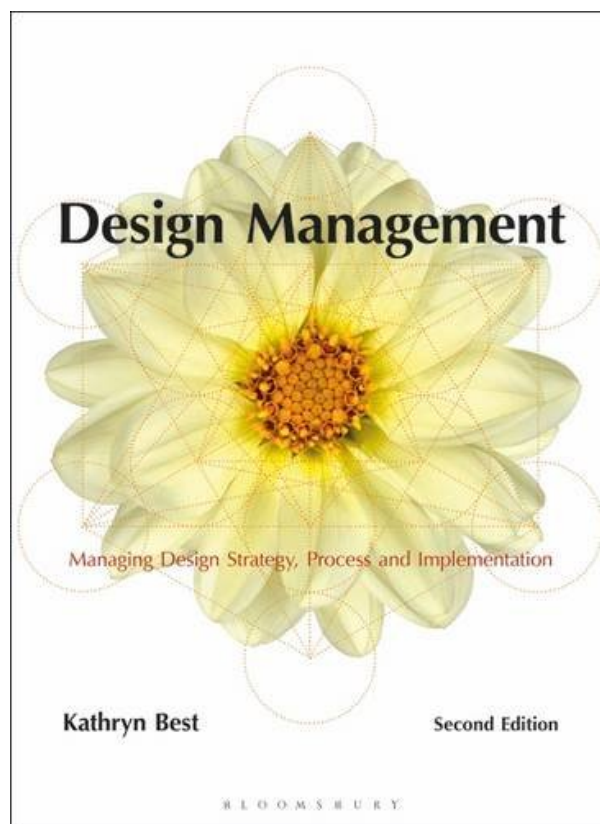
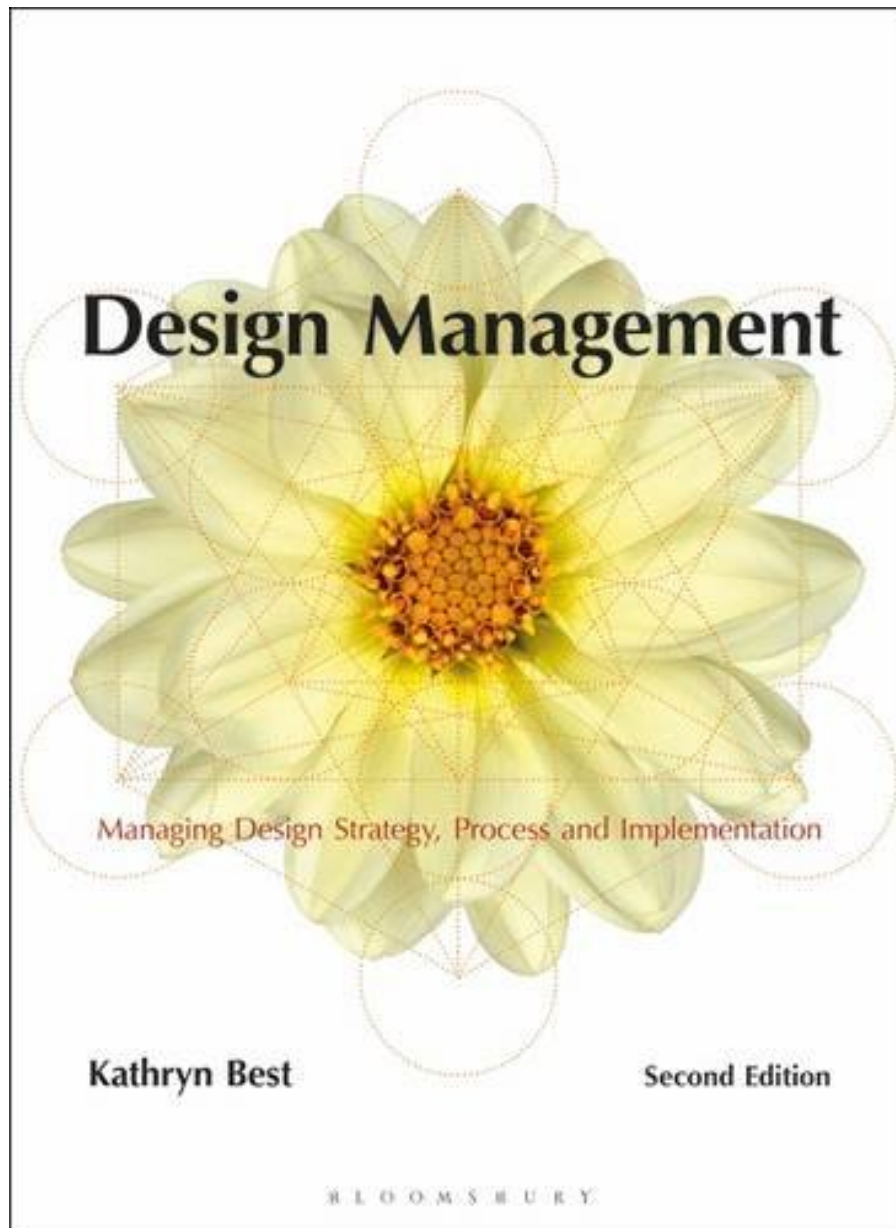


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An excellent book with useful and applicable approaches to clarifying the stages and processes in the current practice. Good for both product and communication design.

Clear and informative overview of the industry and well laid out with current examples and diagrams. Excellent visuals.

## About the Author

Kathryn Best was Course Leader in Design Management at University for the Creative Arts (UK), and Research Professor at the Center for Cross Media, Brand, Reputation and Design Management (CBRD) at Inholland University of Applied Sciences. She is now a designer, consultant, author and educator: please see [www.kathrynbest.com](http://www.kathrynbest.com).

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