Design for Business: Volume 1

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Centered around the research findings of marketing and design consultants whose clients include Coca-Cola, P&G, General Motors, Deloitte, and Vodafone, among many others, *Design for Business* takes a practical approach to the role of design as a strategic resource to business. Including the studies of eminent academics, graphic designers, and corporate consultants who have worked with Bentley, Cadbury, British Airways, MasterCard, the Sydney and London Olympics, Nespresso, NFL, and many others, this collection assembles reflections from the people who help define the design and branding strategies of some of the most successful companies in the world. One of the few books available today that brings together rigorous studies on design and business from a multidisciplinary perspective, *Design for Business* also features a transcript from a conversation between editor Gjoko Muratovski and Dana Arnett, CEO of the US-based design and branding consultancy VSA Partners, in which the latter shares his experience working for more than thirty years with top companies such as IBM, Harley-Davidson, Nike, Converse, GAP, Caterpillar, and General Electric and explains why research and strategy is important in design and branding.

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