



Designing Tomorrow

Strategic Design Tactics to Change Your Practice, Organisation and Planetary Impact

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WEITERE INFORMATIONEN UND BESTELLUNG

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Details

"Don't get left behind: learn how to consider long-term and environmental perspectives through strategic design. Get ready to make a difference! This book is your ultimate guide, packed with practical tools and strategies to create positive change. Whether working solo, in a small agency, or a big organisation, you'll learn how to embrace planetary perspectives and think long-term, even in a profit-driven world. Discover how to make mindful decisions, transform your design practices, and influence company strategies to leave a positive impact for future generations. 'Designing Tomorrow' introduces three pillars - networks, interventions and partnerships - and tactics for designers, decision-makers, leaders and anyone looking for ways to create a positive impact through the work they do. - Learn how to align long-term thinking with short-term goals. - Go-to-guide for designers, as well as business leaders, who are seeking ways to lead in this new era. - Valuable learning resource for students studying design and business."