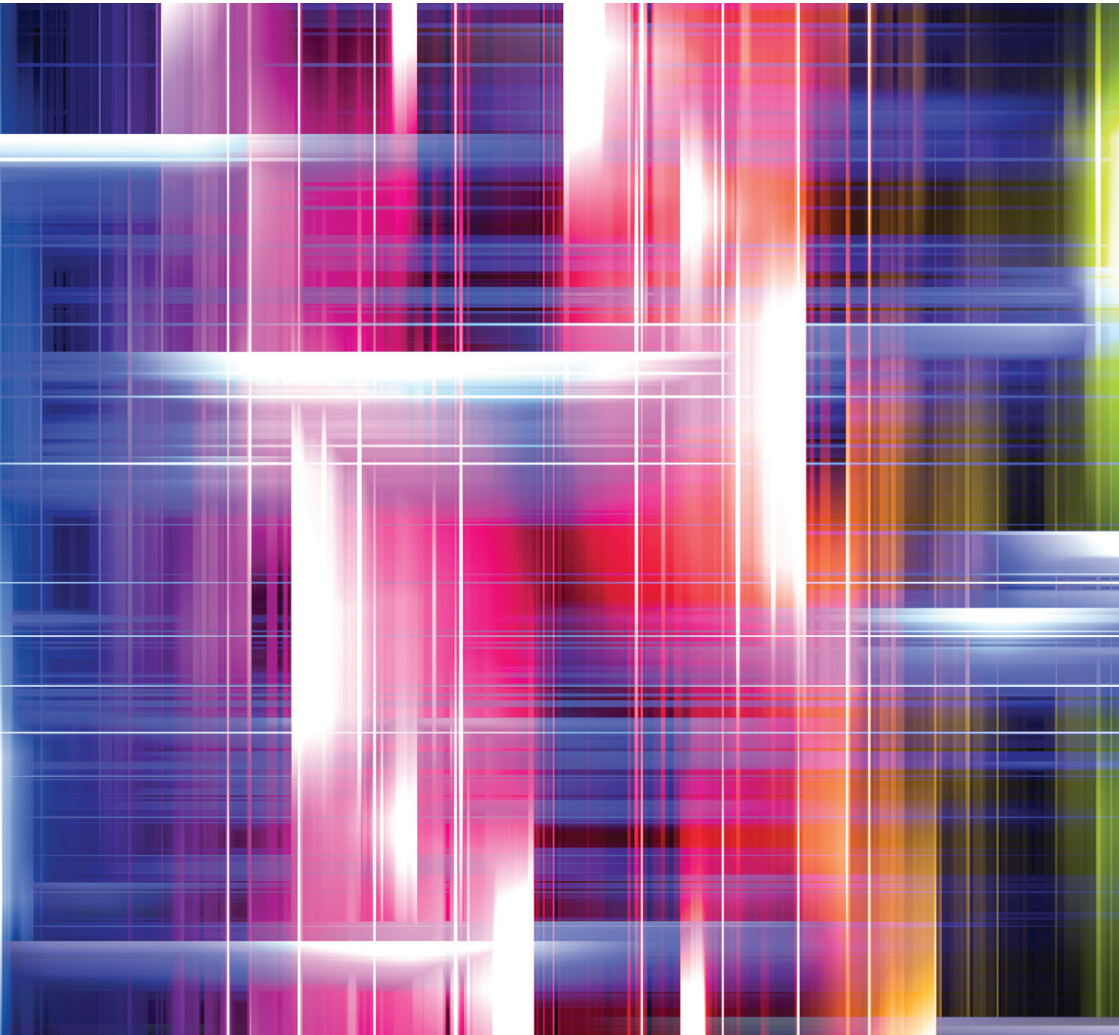


# Design Books 2015

Design Management, Design Studies,  
Product Development, Brand Image,  
Innovation, Office Design

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# Design Books 2015

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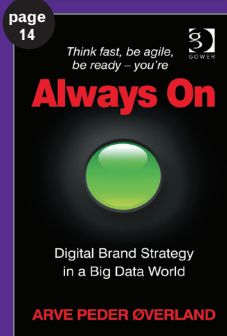
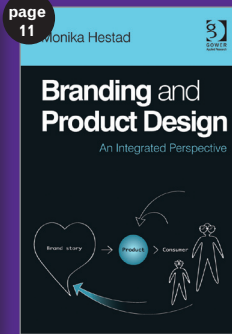
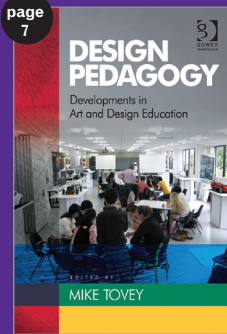
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## Value Creation and the Internet of Things

How the Behavior Economy will Shape the 4th Industrial Revolution

Alexander Manu

*Value Creation and the Internet of Things* describes value delivery and consumption, exploring the mechanisms by which new value is captured and created in enterprises dedicated to competing and prospering in this new environment. Manu revisits existing theories and frameworks of intrinsic motivation, explores their validity in the age of co-creation, and synthesizes a new framework to capture the changes in the mind-sets of individuals and organizations. The book provides a context in which the Internet of Things will soon become mainstream, forcing organizations to re-evaluate their value creation methodologies in light of new consumer behavior and expectations.

August 2015	200 pages		
Hardback	978-1-4724-5181-1	£65.00	\$109.95
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ebook ePUB	978-1-4724-5183-5		

[www.gowerpublishing.com/isbn/9781472451811](http://www.gowerpublishing.com/isbn/9781472451811)

## Behavior Space

Play, Pleasure and Discovery as a Model for Business Value

Alexander Manu

*Behavior Space* proposes that corporations do not design products or services anymore: they design behavior spaces. Facebook is not a product, not a technology, but a behavior space. Innovation is the creation of a new behavior space. The product or service is simply the catalyst that enables a new behavior space to emerge. The size of the behavior space footprint, represents the potential value a product or service offers; the greater the value potential, the greater the monetization potential. Alexander Manu illustrates how these new concepts are transforming design and product development so that the process changes from a static and product-centred approach to one that is entirely centred on the user and their behaviors that emerge as they interact with what they have bought.

December 2012	250 pages		
Hardback	978-1-4094-4684-2	£70.00	\$124.95
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## Disruptive Business

Desire, Innovation and the Re-design of Business

Alexander Manu

August 2010	202 pages		
Hardback	978-0-566-09240-4	£74.00	\$134.95
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ebook ePUB	978-1-4094-5879-1		

[www.gowerpublishing.com/isbn/9780566092404](http://www.gowerpublishing.com/isbn/9780566092404)

## Design Attitude

Kamil Michlewski

*'Design Attitude is a book with insights that challenge us to see anew phenomena we thought we understood. Michlewski offers a compelling portrayal of the professional culture of designers and the attitudes and values that shape their creative work. He makes an engaging argument that elucidates how designers promote innovation in organizations that will speak to practitioners and academics alike.'*

Mariana Amatullo, Co-founder and Vice President, Designmatters at Art Center College of Design, USA

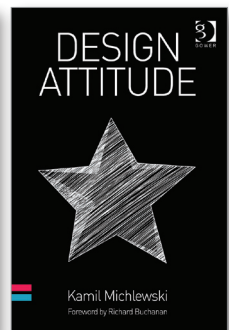
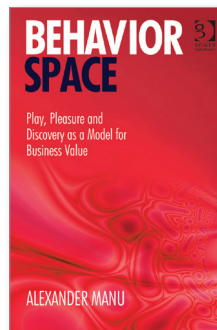
*'Kamil Michlewski has for the first time given us an accessible, well-evidenced insight into the Designer and their contribution to organisations and society. Offering us the essence of what it is to be a designer and how these essential attitudes enhance economies, society and the environment.'*

Rachel Cooper OBE, Director of Imagination Lancaster, University of Lancaster, UK

*Design Attitude* makes the compelling argument that any firm in any profession in any land will be better equipped for the 21st century world of business if they introduce into their organizations the attitudes, behaviours, skills, and mindset – in sum, the culture – of the design profession. Kamil Michlewski describes the rise of the design profession and its impact on organizational cultures; at the heart of the book, however, are the five design profession behaviours that offer a blueprint for transforming the traditional company into an innovative, daring, and growing organization.

March 2015	262 pages		
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ebook ePUB	978-1-4724-2120-3		

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## Open Design and Innovation

Facilitating Creativity in Everyone

Leon Cruickshank

*'Open Design and Innovation by Leon Cruickshank is in many ways the most comprehensive, courageous, and useful contribution to the discussion around open design so far – historically founded, professionally reflective, giving substantial evidence in five case studies, and including practical advice for "open designers". With this monograph, Leon Cruickshank successfully adds his voice and profound thinking to the discussion of open design, prevailing over previous collective works such as my own Open Design Now and the excellent "Dutch Open" issue of The Design Journal.'*

Peter Troxler, Rotterdam University of Applied Sciences, the Netherlands and senior editor of *Open Design Now*

*Open Design and Innovation* develops the argument for a more nuanced acknowledgement and facilitation of 'non-professional' forms of creativity; drawing on lessons from commercial design practice; theoretical analysis and a wider understanding of innovation.

The book offers a critique of the hype surrounding some of the emerging phenomena and a framework to help understand the emerging relationship between citizens and designers. Specifically it examines: innovation and design, mass creativity reality and myth, the future of design (practice and profession), through a series of case studies of new approaches to open design practices. The text draws on academic research, practical experience of the author in delivering open design projects and first hand interviews with leaders in the fields.

October 2014	190 pages		
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## Managing Projects in Research and Development

Ron Basu

*Managing Projects in Research and Development* places the tools, techniques and rigour of project management in the unpredictable domain of Research and Development to ensure a successful start of value chain for sustainable economic growth. Combining research with practical examples and experience from a career that has included blue chip organizations such as GSK, GlaxoWellcome and Unilever, Ron Basu offers a rigorous guide to the fundamentals of R&D project management including project lifecycle management, risk management; cost, time quality and other success measures as well as the keys to operational excellence in this complicated world.

September 2015	230 pages		
Hardback	978-1-4724-5010-4	£70.00	\$119.95
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## Managing Quality in Projects

Ron Basu

ADVANCES IN PROJECT MANAGEMENT SERIES

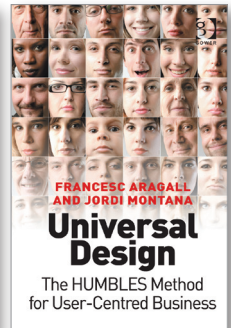
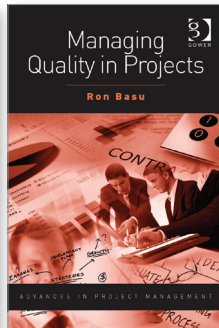
*'When in the early 1990s I wrote my first book on project management I wanted to describe how to manage time, cost and quality (amongst other things). So I started to read what other people had written. I looked at one famous text book published by Gower. ...Although chapters were devoted to time and cost, nothing was said about quality on projects. Although a substantial amount has been written about managing quality on projects now, including in my books such as the Gower Handbook of Project Management, there is still much less than has been written on cost and time. A comprehensive guide on how to manage quality on projects is needed, and so Ron Basu's book is very welcome.'*

Rodney Turner, Professor of Project Management, SKEMA Business School, France

December 2012	266 pages		
Paperback	978-1-4094-4092-5	£41.00	\$79.95
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## Design Leadership

Securing the Strategic Value of Design

Raymond Turner

*'One of the most refreshing aspects of Turner's writing is its clear roots in his years of experience as a design leader in both consultancy and client environments. ...Turner uses conversational patterns in his argument rather than heavy-handed and gimmicky "summary" checklists to make this happen. The result is both an engaging read and a reference that earns its position on the bookshelf of any leader looking to navigate the tricky landscapes we face in the vision and practice of design.'*

Design Management Institute: Review

*Design Leadership* adopts a straightforward approach that will be of great value to those who influence how organisations work – the managers and chief executives of a country's wealth creating engines. It is also of particular relevance to those with design management and leadership responsibilities as well as students who aim to work in these roles.

May 2013	256 pages		
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## Premium by Design

How to Understand, Design and Market High End Products

Marco Bevolo, Alex Gofman, Howard Moskowitz

*Premium by Design* is a thoroughly researched, well argued and well presented study that identifies how global business leaders have succeeded in achieving margins by design. Thanks to original tools and processes, this book shows how you might also succeed. It is about better, but reachable and real, products and services. The book features insights from the world of customer science and design research.

March 2011	334 pages		
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## Universal Design

The HUMBLES Method for User-Centred Business

Francesc Aragall and Jordi Montana

*'This book is required reading for those who wish to understand how "Universal Design" is the only way to connect brand to the widest possible public, increasing client loyalty and enhancing company prestige.'*

Sandro Rosell, President of Futbol Club Barcelona, Spain

January 2012	256 pages		
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## How to Run a Successful Design Business

The New Professional Practice

Edited by Shan Preddy

*'Don't mistake business savvy for drudgery. It makes you a better designer. The more you know about business, the better you'll be at seeing the world from your clients' point of view, working out what they need and spotting opportunities for them ... this book is good news. Whether you're starting out or an experienced veteran, the wisdom in these pages will help to make being in business a positive experience.'*

David Kester, Chief Executive, Design Council

March 2011	456 pages		
Paperback	978-0-566-09189-6	£35.00	\$69.95
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## How to Market Design Consultancy Services

Finding, Winning, Keeping and Developing Clients

SECOND EDITION

Shan Preddy

The fast-paced nature of the design business means that you probably spend most of your time, energy and resources looking after your clients' needs, not your own. In our current, increasingly competitive marketplace where supply far outstrips demand, no design business will survive for long – let alone grow and develop – without a really effective marketing programme. It is no longer enough for you to provide a good product and simply hope for the best. Potential clients need to know exactly what you can do for them and what makes you different from your competitors. Existing clients need to know exactly why they should develop and continue their business with you. Quite simply, you need to convince design buyers that you are unequivocally the right consultancy for them, time and time again.

This second, fully revised and updated edition of Shan Preddy's popular book will help you to improve your marketing skills, no matter how large or small your design company, or which of the many disciplines you specialise in. Packed full of accessible, practical advice and information, this book is indispensable for all design consultancies.

April 2004	238 pages		
Paperback	978-0-566-08594-9	£37.00	\$74.95

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## How to Run a Successful Design Business and How to Market Design Consultancy Services

Edited by Shan Preddy

April 2011	694 pages		
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## No Waste

Managing Sustainability in Construction

Uly Ma

Uly Ma's NoWaste project has received two awards as part of the London 2012 Olympic Games for the supply of Lean and Sustainable Construction Training: Most Effective Training (2009) from the "Safety, Health and Environment Leadership Team" (SHELT) and Special Achievements Award (2011) from National Skills Academy for Construction – London 2012 Construction (NSAFC – London 2012)

*'The author progressively grows the subject of sustainability into a much broader spectrum than what we normally think...You will find this easy reading book thought provoking and relevant...The easy reading style and real-world examples Dr. Ma used opens the readership of this book to all levels...and brings a good understanding of sustainability to everyone...we are facing the same issues in the Unites States as in England when it comes to No Waste. I found the broad scope of No Waste to include not only tangible waste but all the company's resources thought provoking. Whether those resources are money, time, people, talent, utilities, and tangible waste, a program to manage a good balance makes total sense. Although the book concentrated a lot on construction industry, the principles relate to any business. It changed my thinking.'*

Ed Dameron, PM World Journal

October 2011	412 pages		
Hardback & CD-ROM	978-0-566-08803-2	£58.00	\$99.95
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Madhu Sahni, Journal of Intellectual Property Rights

December 2010	192 pages		
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## Designing for the 21st Century

Interdisciplinary Questions and Insights

Edited by Tom Inns

An exploration of emergent roles for design and the 21st century designer explored through the work of 21 research teams. Over a twelve-month period each of these groups held a series of workshops and events to examine different facets of future design activity. Each of the contributions describes the context of enquiry, the journey taken by the research team and key insights generated through discourse. Editor and Initiative Director, Tom Inns, provides an introductory chapter that suggests ways that the reader might navigate these different viewpoints.

December 2007	346 pages		
Hardback	978-0-566-08737-0	£84.00	\$149.95

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## Designing for the 21st Century

Volume 2: Interdisciplinary Methods and Findings

Edited by Tom Inns, University of Dundee, UK

This second volume describes Phase 2 of the UK's research council supported Initiative to capitalise on the potential that a design approach might bring to innovation in business and society,

January 2010	358 pages		
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## The Creative City

Vision and Execution

Edited by James Doyle and Biljana Mickov

*The Creative City: Vision and Execution*, edited by Jim Doyle and Biljana Mickov, bridges the gap between the Creative City as concept and the Creative City as practice and, in so doing, provides a contemporary template for policy makers, city planners, and citizens alike. Doyle and Mickov examine and explain the changes to the concept of the 'creative city', explore its connectivity to the culture sector as well as other sectors and practices across Europe, illustrating the perspectives of Cultural Managers, Educators, Professionals and Researchers from the creative sector in Dublin and Europe. This book will present a new reality based on the quality of contemporary creative practice.

July 2015	220 pages		
Hardback	978-1-4724-4987-0	£70.00	\$119.95
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## Sustaining Cultural Development

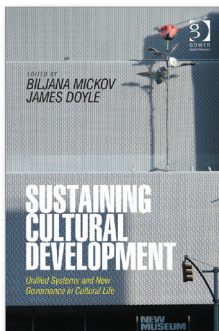
Unified Systems and New Governance in Cultural Life

Edited by Biljana Mickov and James Doyle

In *Sustaining Cultural Development*, Biljana Mickov and James Doyle argue that effective programmes to promote greater participation in cultural life require substantial investment in research and strategic planning. Using studies from contributors throughout Europe, they look at ways to promote cultural life as the centre of the broader sustainable development of society. These studies illustrate how combining cultural identity, cultural diversity and creativity with increased participation of citizens in cultural life improves harmonized cultural development and promotes democracy. This book will stimulate debate amongst cultural leaders, city managers and other policy makers, as well as serving as a resource for researchers and those teaching and learning on a range of post-graduate courses and programmes.

January 2013	274 pages		
Hardback	978-1-4094-5396-3	£70.00	\$124.95
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## Design Pedagogy

Developments in Art and Design Education

Edited by Mike Tovey

*'This is an excellent and timely contribution to the development of our understanding of design teaching. ...Mike Tovey has brought together several of its leading members to crystallize thinking in the field. Research in design pedagogy is flourishing and this book provides a significant contribution to the debate.'*

Tracy Bhamra, Dean of Loughborough Design School,  
Loughborough University, UK

*Design Pedagogy* explains why it is vital that design students' education helps them construct a 'passport' to enter the professional sphere. This collection explores how design education is, in itself, a passport to practice and showcases how some of the key developments in education use techniques related to collaboration, case studies and experience to motivate students, enable them to express their identity, reflect and learn.

February 2015	290 pages		
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## Design Education

Learning, Teaching and Researching Through Design

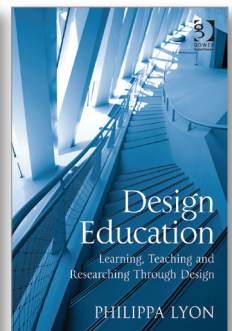
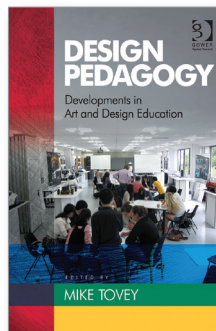
Philippa Lyon

*'...this is a useful introduction for non-designers or people about to embark on careers as design educators. For people more familiar with this culture and its practices, the book's uses lie more as an introduction to some of the fascinating CETLD projects, although as the mentions of those are teasingly brief, readers might prefer to directly consult the reports (listed in the bibliography).'*

Innovative Practice in Higher Education

December 2011	226 pages		
Hardback	978-0-566-09245-9	£70.00	\$124.95
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## SERIES

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## DESIGN FOR SOCIAL RESPONSIBILITY

Series Editor: Professor Rachel Cooper

Design decisions all have environmental, social and ethical impacts, so there is a pressing need to provide guidelines for designers and design students within an overarching framework that takes a holistic approach to socially responsible design.

This edited series of guides is aimed at students of design, product development, architecture and marketing, and design and management professionals working in the sectors covered by each title. Each volume includes:

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- Exemplar design case studies.
- Guidelines for the designer and advice on tools, techniques and resources available.

## FORTHCOMING

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## Design for Personalisation

Edited by Iryna Kuksa and Tom Fisher

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Rachel Cooper and Emmanuel Tseklevs

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May 2016	180 pages		
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## Design for Policy

Christian Bason

*Design for Policy* charts, for the first time, the emergence of collaborative design approaches to innovation in public policy. It is a rich resource for policy makers, public managers, the academic community and advisers to government. The book is structured in three main sections, covering the global context of the rise of design for policy, in-depth case studies of the application of design to policy making, and a guide to concrete design tools for policy intent, insight, ideation and implementation. The summary chapter lays out a future agenda for design in government, suggesting how to position design more firmly on the public policy stage.

December 2014	270 pages		
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[www.gowerpublishing.com/isbn/9781472413529](http://www.gowerpublishing.com/isbn/9781472413529)

## Design for Transport

A User-Centred Approach to Vehicle Design and Travel  
Edited by Mike Tovey

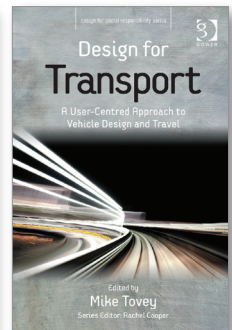
*'A key reference for designers and students because of its comprehensive approach— from bicycles to buses, from supercars to sustainability, from maps to modal interchanges - and its focus on how design can create not just new vehicles and transport systems but new futures for travellers.'*

Nigel Cross, The Open University, UK

The central premise of *Design for Transport* is that the designer's role is to approach design for transport from the point of view of the user. People have a collection of wants and needs and a significant proportion of them are to do with their requirements for mobility. *Design for Transport* shows how creative designers can take a user-focused approach for a wide range of types of transport products and systems. In so doing their starting point is one of creative dissatisfaction with what is currently available, and their specialist capability is in imagining and developing new solutions which respond to that opportunity. How this is tackled varies depending on the context, and the variety of solutions produced reflects the different aspirations and needs of the people for whom they are designing.

December 2012	406 pages		
Hardback	978-1-4094-3325-5	£89.00	\$154.95
ebook PDF	978-1-4094-3326-2		
ebook ePUB	978-1-4094-8460-8		

[www.gowerpublishing.com/isbn/9781409433255](http://www.gowerpublishing.com/isbn/9781409433255)



## Design for Services

Anna Meroni and Daniela Sangiorgi

*Design for Services* explores what service design brings to the table and reflects on why the ideas and practices of service design are resonating with today's design community. The contributors offer a broad range of concrete examples to help clarify the issues, practices, knowledge and theories that are beginning to define this emerging field. Whilst acknowledging service design as the disciplinary term, Anna Meroni and Daniela Sangiorgi focus on articulating what design is doing and can do for services and how this connects to existing fields of knowledge and practice.

August 2011	298 pages		
Hardback	978-0-566-08920-6	£70.00	\$119.95
ebook PDF	978-0-566-08921-3		
ebook ePUB	978-1-4094-5916-3		

[www.gowerpublishing.com/isbn/9780566089206](http://www.gowerpublishing.com/isbn/9780566089206)

## Design for Sport

Edited by Anxo Cereijo Roibás, Emmanuel Stamatakis and Ken Black

Explores how design in its broad sense can contribute to make sport practice widespread in the general population as well as among disadvantaged and hard-to-reach groups. The authors discuss the impact and challenges of this process and present case studies about the design for sport. *Design for Sport* also examines how compelling user-centred design methodologies – such as participatory design techniques and the use of appropriate ethnographies – can be successfully applied in the process of sport design.

February 2011	464 pages		
Hardback	978-0-566-08859-9	£95.00	\$170.00

[www.gowerpublishing.com/isbn/9780566088599](http://www.gowerpublishing.com/isbn/9780566088599)

## Design for Inclusivity

A Practical Guide to Accessible, Innovative and User-Centred Design

Roger Coleman, John Clarkson, Hua Dong and Julia Cassim

Inclusive design not only ensures that products, services, interfaces and environments are easier to use for those with special needs or limitations, but in doing so makes them better for everyone. *Design for Inclusivity* is a guide to inclusive design for all types of designers, providing guidelines, real examples and information sources.

December 2007	268 pages		
Hardback	978-0-566-08707-3	£74.00	\$134.95
ebook PDF	978-0-7546-8123-6		
ebook ePUB	978-1-4094-5811-1		

[www.gowerpublishing.com/isbn/9780566087073](http://www.gowerpublishing.com/isbn/9780566087073)

## Design for Sustainability

A Practical Approach

Tracy Bhamra and Vicky Lofthouse

In this book, the authors answer the questions: What is sustainable product development and why is it important? What are the main drivers of sustainable product development? They explain how design can help to control human impact on the environment by not only minimising pollution, waste, energy use and use of scarce resources, but also by thinking outside the box to create systems and services that can reduce the number of products manufactured. The aim is to put sustainable development within a commercial context and introduce a new focus for design.

December 2007	202 pages		
Hardback	978-0-566-08704-2	£74.00	\$134.95
ebook PDF	978-0-7546-8775-7		
ebook ePUB	978-1-4094-5813-5		

[www.gowerpublishing.com/isbn/9780566087042](http://www.gowerpublishing.com/isbn/9780566087042)

## Design for Micro-Utopias

Making the Unthinkable Possible

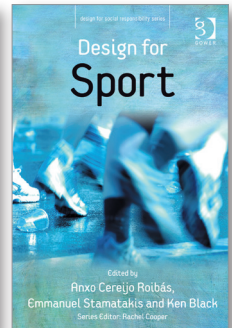
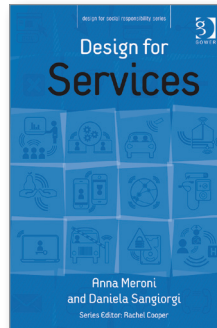
John Wood

*'Wood's timely intervention into the politics of sustainability is a breath of fresh air in the current rhetoric of fundamentalist clichés. His personal vision for long-term solutions to the pressing need for action, that centuries of opportunism and expediency now present us with, are original and insightful. This book's great virtue is that it is driven by an idealist passion that remains grounded in Wood's reflections on his experience of the 'every day'...Its final call for new categories and ideas, rather than reactive prohibitions, offers one of the few books on sustainability that does not leave the reader in a slough of despair.'*

Michael Punt, Editor-In-Chief, Leonardo Reviews.

December 2007	226 pages		
Hardback	978-0-7546-4608-2	£74.00	\$134.95

[www.gowerpublishing.com/isbn/9780754646082](http://www.gowerpublishing.com/isbn/9780754646082)



## Branding and Product Design

An Integrated Perspective

Monika Hestad

Branding and design are moving closer together. Despite the strong link between famous brands and the products sold under their name, there is still a gap in understanding the relationship between product design and brand-building – Monika Hestad plugs that gap.

*Branding and Product Design* examines how winning brands appear to be more creative and authentic than less successful ones. The book provides tools to help understand the role of products in building a brand and guidelines for how to bring branding and product design processes together. There are case studies based on the author's research, her years of teaching, and her own practice. Interviews delivering an 'insider' perspective on major brands bring abstract concepts to life.

This is a book for design practitioners, marketers and others working with designers and for those teaching and studying at the intersection between design and branding.

March 2013	184 pages		
Hardback	978-1-4094-4626-2	£45.00	\$79.95
ebook PDF	978-1-4094-4627-9		
ebook ePUB	978-1-4094-6437-2		

[www.gowerpublishing.com/isbn/9781409446262](http://www.gowerpublishing.com/isbn/9781409446262)

## Taking Technology to the Market

A Guide to the Critical Success Factors in Marketing Technology

Ian Linton

*Taking Technology to the Market* provides a practical guide to the critical success factors in marketing technology. It uses a project-based approach, providing comprehensive guidelines for key strategic and tactical marketing programmes. The book will help you improve your chances of developing a winning marketing programme by providing essential steps to success and insight into best practice.

Individual chapters provide self-contained guides to planning specific marketing tasks. The range of tasks covers the most common challenges facing marketing teams in technology companies. The book will help you understand the key success factors for overcoming a range of marketing challenges and give you the tools to put specific programmes into action quickly and effectively.

September 2012	180 pages		
Hardback	978-1-4094-3595-2	£68.00	\$124.95
ebook PDF	978-1-4094-3596-9		
ebook ePUB	978-1-4094-8330-4		

[www.gowerpublishing.com/isbn/9781409435952](http://www.gowerpublishing.com/isbn/9781409435952)

## Energy, Environment, Natural Resources and Business Competitiveness

The Fragility of Interdependence

Dimitris N. Chorafas

*'Dimitris Chorafas once again demonstrates the profound breadth and depth of his intellect as he brings to bear his years of expertise as a technical innovator and business leader on the most pressing problems facing humanity today – energy production and environmental preservation in the face of overpopulation. This is a clarion call to action reviving the themes from the 1972 classic, Limits to Growth.'*

Dr C. Dianne Martin, The George Washington University, USA

Dimitris Chorafas reviews Europe, America and Asia's energy needs in the coming decade, pointing out that current policies are inadequate at best, and more likely disastrous for the economy. Governments persist in having their own agenda and priorities as well as plenty of constraints and taboos, yet when he critically examines the challenges Dr Chorafas concludes that no government can solve all current energy problems by acting alone.

The book confronts current thinking, and its after-effect on policies and practices. Readers accustomed to mainstream books and articles which blame fossil fuels for a deteriorating world environment will find this a contrary opinion.

May 2011	386 pages		
Hardback	978-0-566-09234-3	£84.00	\$149.95
ebook PDF	978-0-566-09235-0		
ebook ePUB	978-1-4094-5976-7		

[www.gowerpublishing.com/isbn/9780566092343](http://www.gowerpublishing.com/isbn/9780566092343)

## Creating Innovative Products and Services

The FORTH Innovation Method

Gijs van Wulfen

*'While the Stage-Gate system is a fantastic framework to follow, Gijs van Wulfen's FORTH method provides the specific steps and tools to make "the fuzzy front end of innovation" more manageable and allow any team in any company to develop new products.'*

PDMA (Product Development and Management Association)

Innovation is an important managerial instrument – but many of us struggle with how to approach it. *Creating Innovative Products and Services* has been written for directors, managers, advisors and innovation specialists in organisations who are responsible for, or involved in, product innovation or service design, brand development, new business development or organizational development. It contains practical guidance through every stage.

April 2011	292 pages		
Hardback	978-1-4094-1754-5	£40.00	\$79.95
ebook PDF	978-1-4094-1755-2		
ebook ePUB	978-1-4094-5905-7		

[www.gowerpublishing.com/isbn/9781409417545](http://www.gowerpublishing.com/isbn/9781409417545)

## Successful OSS Project Design and Implementation

Requirements, Tools, Social Designs and Reward Structures

Edited by Hind Benbya and Nassim Belbaly

*'This edited book is a welcome addition to the open source software (OSS) research literature...'*

Brenda Chawner, Online Information Review

March 2011	216 pages		
Hardback	978-0-566-08795-0	£79.00	\$139.95
ebook PDF	978-1-4094-0957-1		
ebook ePUB	978-1-4094-5900-2		

[www.gowerpublishing.com/isbn/9780566087950](http://www.gowerpublishing.com/isbn/9780566087950)

## Mobile Telecommunications in a High-Speed World

Industry Structure, Strategic Behaviour and Socio-Economic Impact

Peter Curwen and Jason Whalley

December 2010	274 pages		
Hardback	978-1-4094-0361-6	£74.00	\$134.95
ebook PDF	978-1-4094-0362-3		
ebook ePUB	978-1-4094-6011-4		

[www.gowerpublishing.com/isbn/9781409403616](http://www.gowerpublishing.com/isbn/9781409403616)

## Sustainable Growth in a Post-Scarcity World

Consumption, Demand, and the Poverty Penalty  
Philip Sadler

*'Philip Sadler's latest book focuses on the next big global shift from scarcity to abundance – the 'post-scarcity economy' – and its critical implications for sustainability of the planet and relief of poverty. He pulls no punches in demonstrating that so few multinational corporations, and the economists who advise them, have pursued a strategy of 'doing well by doing good'. He highlights how the economics of abundance and sustainability are in increasing conflict, in such areas as climate change, food and water shortages, and human rights. Sadler provides an excellent historical perspective coupled with a deep and thoughtful analysis of future economic trends. His challenging book should be read by all those who genuinely care about every aspect of sustainability and believe that the market cannot be relied upon to provide the planet with a safe landing.'*

Professor Michael Osbaldeston, Emeritus Professor, Cranfield University School of Management, UK

December 2010	264 pages		
Hardback	978-0-566-09158-2	£74.00	\$134.95
ebook PDF	978-0-566-09159-9		
ebook ePUB	978-1-4094-5961-3		

[www.gowerpublishing.com/isbn/9780566091582](http://www.gowerpublishing.com/isbn/9780566091582)

## Longer Lasting Products

Alternatives To The Throwaway Society

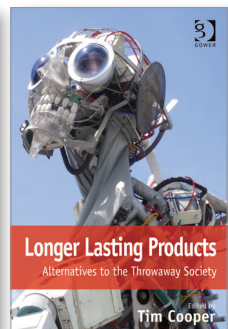
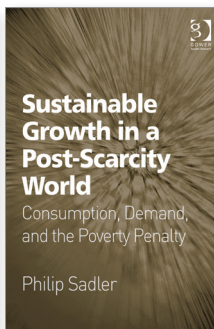
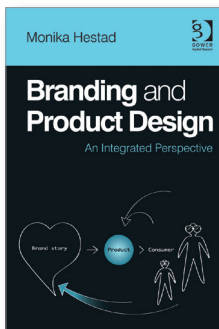
Edited by Tim Cooper

*'...this volume is a very welcome addition to the ongoing design for sustainability debate. It brings a substantial amount of current research to the reader and offer a wide-ranging set of perspectives. It provides a compelling case for extending product use and it effectively covers the associated implications, barriers and opportunities. This volume ought to become a key reference resource for students, academics, politicians, manufacturers and marketing departments and, as such, has the potential to be a long-lasting product.'*

The Design Journal

October 2010	460 pages		
Hardback	978-0-566-08808-7	£80.00	\$144.95
ebook PDF	978-1-4094-1043-0		
ebook ePUB	978-1-4094-5887-6		

[www.gowerpublishing.com/isbn/9780566088087](http://www.gowerpublishing.com/isbn/9780566088087)



## Enterprise Growth Strategy

Vision, Planning and Execution

Dhirendra Kumar

*'Bridging the gap between engineering and management to achieve a highly effective business organization is a Herculean task, with commendable texts few and far between. Dr Kumar's new work fits that niche perfectly, using non-academic language and vivid case studies to give a manager superior advice on how to envision, plan, and execute a winning business strategy regardless of the product or industry involved. This is powerful stuff, based upon Dr Kumar's long and successful career in both manufacturing and in the executive suite. Read it, and put it into practice, and both survival and profitability are likely to be one's reward, especially in difficult economic times. My engineering management students will have it in their book lists.'*

Alexis N Sommers, Professor Industrial Engineering & MSIE Program Coordinator, University of New Haven, USA

September 2010	418 pages		
Hardback	978-0-566-09198-8	£89.00	\$154.95
ebook PDF	978-0-566-09199-5		
ebook ePUB	978-1-4094-5969-9		

[www.gowerpublishing.com/isbn/9780566091988](http://www.gowerpublishing.com/isbn/9780566091988)

## Enforcing Intellectual Property Rights

A Concise Guide for Businesses, Innovative and Creative Individuals

Jane Lambert

*'...This is a sane, humane, and very readable account of a very complex set of issues. Anyone contemplating an entry into this arena would do very well to prepare themselves by taking her advice.'*

Roy Johnson, Mantex.co.uk

March 2009	192 pages		
Hardback	978-0-566-08714-1	£68.00	\$124.95
ebook PDF	978-0-7546-9426-7		
ebook ePUB	978-1-4094-5844-9		

[www.gowerpublishing.com/isbn/9780566087141](http://www.gowerpublishing.com/isbn/9780566087141)

## Usability Success Stories

How Organizations Improve By Making Easier-To-Use Software and Web Sites

Edited by Paul Sherman

*'We all know success stories within the user experience community. But how do we make the case for users inside our organizations? With this book come stories that can motivate, inspire, and most importantly provide the means and the methods to create change. The result, if successfully sold to the decision-makers, is bound to improve the user experience.'*

Dr Carol Barnum, Professor of Information Design and Co-Director of the Usability Center, Southern Polytechnic State University, USA

November 2006	226 pages		
Hardback	978-0-566-08656-4	£79.00	\$139.95
ebook PDF	978-0-7546-8559-3		
ebook ePUB	978-1-4094-5798-5		

[www.gowerpublishing.com/isbn/9780566086564](http://www.gowerpublishing.com/isbn/9780566086564)

## Project Management for Successful Product Innovation

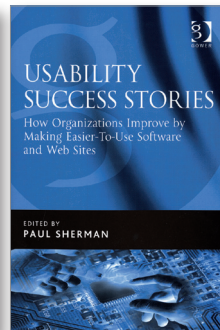
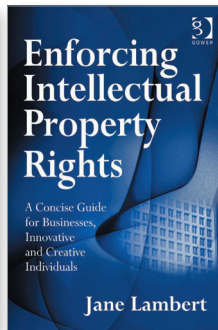
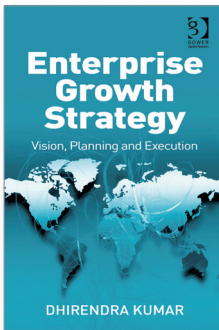
Alan Webb

*'The book is full of valuable ideas and information. Above all it provides a structured approach to turning ideas (large ones in the main) into product ... Those looking for a workmanlike manual on project management for large projects will find all the ingredients here.'*

Ambassador

December 2000	456 pages		
Hardback	978-0-566-08262-7	£100.00	\$180.00

[www.gowerpublishing.com/isbn/9780566082627](http://www.gowerpublishing.com/isbn/9780566082627)



## Why Customers Would Rather Have a Smartphone than a Car

Relationship Retailing as an Opportunity  
Cor Molenaar

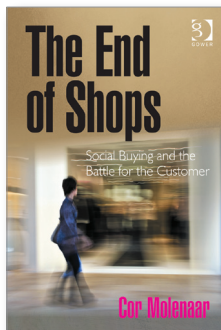
*Why Customers Would Rather Have a Smartphone than a Car* explores some of the fundamental changes in consumer behaviour: Why do we buy less in shops and more on the internet? Why do we spend more on gadgets, smartphones and Apps and not more on food, holidays or clothing? Why do most business people only look at symptoms and not causes of changing customer behaviour? The new generation buys differently from the baby boomers; they have different priorities and preferences. The internet has changed us in the way we think, act and communicate. Whilst many retailers now understand the need for change, few of them have established convincing or sustainable models for the future.

Cor Molenaar argues that by understanding the drivers behind these new consumer behaviours, retailers can identify the opportunities this represents and adapt their offering accordingly. The kind of relationship retailing he advocates involves the way the retailer interacts with their customer; the new environment that they need to sustain along with their ability to relate customer data, technology and new services.

The author interweaves examples from traditional and virtual retailing with his research on consumer psychology and buying behaviour to offer a sophisticated and at times challenging guide for all those involved in retailing, as well as those responsible for planning and designing social and retail space.

June 2015	214 pages			
Hardback	978-1-4724-6656-3	£42.50	\$79.95	
ebook PDF	978-1-4724-6657-0			
ebook ePUB	978-1-4724-6658-7			

[www.gowerpublishing.com/isbn/9781472466563](http://www.gowerpublishing.com/isbn/9781472466563)



## The End of Shops

Social Buying and the Battle for the Customer  
Cor Molenaar

Shops need to change, to reassess their unique customer appeal and work in new ways with suppliers and customers if they are to survive. Online retailing is often seen as the panacea, but is that really the case? The internet will undergo many changes, too. Many e-retailers will disappear or end up surviving on the margin of the mainstream. Only the most canny suppliers and webshops, those that can make best use of the opportunities offered by the Internet will survive.

Cor Molenaar analyses the struggle, the risks and describes the opportunities and potential for the retail trade to turn the tide. He looks at the new buying behaviour of consumers (the new shopping), the evolution of retail (how it used to be, how it is now and what it has to become) and shows what the future for the shop will actually look like.

May 2013	210 pages			
Hardback	978-1-4094-4974-4	£35.00	\$59.95	
ebook PDF	978-1-4094-4975-1			
ebook ePUB	978-1-4094-6502-7			

[www.gowerpublishing.com/isbn/9781409449744](http://www.gowerpublishing.com/isbn/9781409449744)

## Shopping 3.0

Shopping, the Internet or Both?  
Cor Molenaar

Customers don't come into a shop because they have to, because they have no choice; they enter voluntarily because it is practical, or attractive, or fun! Shops are not yet written off and retailers are not practising an ancient craft, but there is a lot that needs to be done.

Drawing on extensive research, Cor Molenaar, one of Europe's leading authors on the intersection of marketing and technology, explores what modern shopping customers are looking for and what retailers (online, bricks and mortar or hybrid) can do to attract them. It is a must-have guide for retailers, IT and marketing professionals, and advertising agencies.

November 2010	226 pages			
Hardback	978-1-4094-1764-4	£26.00	\$49.95	
ebook PDF	978-1-4094-1765-1			
ebook ePUB	978-1-4094-5892-0			

[www.gowerpublishing.com/isbn/9781409417644](http://www.gowerpublishing.com/isbn/9781409417644)

## Always On

Digital Brand Strategy in a Big Data World

Arve Peder Øverland

It's a given in today's online marketplace that you are perceived as being always on. Make sure your governance programmes for your systems and platforms keep it that way.

*Always On* provides an understanding of what it takes to develop, implement and run a digital strategy but it is not meant as a rigid process document that must be strictly adhered to. Companies have different needs and live in vastly different environments. The internal structure of an organization and the market in which it competes is not going to adapt to a digital strategy process, it must find a process and methodology that works best for it.

Success or, more moderately, a good result is all about your people, their engagement and their buy-in.

Think fast, be agile, be ready – you're always on!

December 2014	294 pages		
Hardback	978-1-4724-4779-1	£45.00	\$79.95
ebook PDF	978-1-4724-4780-7		
ebook ePUB	978-1-4724-4781-4		

[www.gowerpublishing.com/isbn/9781472447791](http://www.gowerpublishing.com/isbn/9781472447791)

## What's Your Business?

Corporate Design Strategy Concepts and Processes

Claire T. Tomlins

*'... The book is incredibly thorough and I would highly recommend it to anyone involved in corporate design, either as a consultant or business owner. It would also be very useful as a textbook for students. The chapters are clearly laid out and the headings and sub-sections make it easy as a reference book. I also like the use of the case study which is used throughout the book to demonstrate various elements relating to each chapter. ... I found it a very enjoyable read; was able to learn a lot from it and will definitely use as a reference in the future.'*

Thora Thorsdottir, specialist transition consultant and owner of T Thorsdottir

Claire Tomlins illustrates the subject's diversity. She ensures businesses set goals, strategies and plans and that they take care in selecting an identity to spark the corporate design strategy and creative inputs for marketing purposes; including design management, measurements and IP topics.

October 2014	324 pages		
Hardback	978-1-4724-1746-6	£75.00	\$129.95
ebook PDF	978-1-4724-1747-3		
ebook ePUB	978-1-4724-1748-0		

[www.gowerpublishing.com/isbn/9781472417466](http://www.gowerpublishing.com/isbn/9781472417466)

## The 'Made in Germany' Champion Brands

Nation Branding, Innovation and World Export Leadership

Ugesh A. Joseph

*'The effort the author makes to unravel the apparent mystique of Germany's success to a global audience is truly commendable. From a multi-dimensional, extensively researched perspective, Ugesh Joseph insightfully gives the reader a sense of the nation and its complex character – from its immediate past to its present-day "champion brands" and the nations "facilitators and influencers".'*

Prof. Dr Hermann Simon, Chairman, Simon-Kucher & Partners

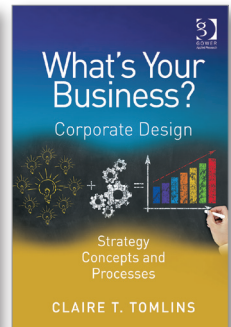
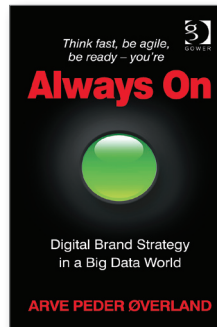
Germany's economic miracle is a widely-known phenomenon, and the world-leading, innovative products and services associated with German companies are something that others seek to imitate. In *The 'Made in Germany' Champion Brands*, Ugesh A. Joseph provides an extensively researched, insightful look at over 200 of Germany's best brands to see what they stand for, what has made them what they are today, and what might be transferable.

The way Germany is branded as a nation carries across into the branding of its companies and services. All the companies are supported and encouraged by a sophisticated infrastructure of facilitators, influencers and enhancers – the research, industry, trade and standards organizations, the fairs and exhibitions and all the social and cultural factors that influence, enhance and add positive value to the country's image.

You will find fascinating insights in this book and learn something of the secrets of Germany's success.

December 2013	296 pages		
Hardback	978-1-4094-6646-8	£70.00	\$119.95
ebook PDF	978-1-4094-6647-5		
ebook ePUB	978-1-4094-6648-2		

[www.gowerpublishing.com/isbn/9781409466468](http://www.gowerpublishing.com/isbn/9781409466468)



## The New Brand Spirit

How Communicating Sustainability Builds Brands, Reputations and Profits

Christian Conrad and Marjorie Ellis Thompson

*'There isn't a business person on the planet that isn't concerned about sustainability practices across the stakeholder spectrum. Conrad and Thompson offer not only big strategic insights here but they have also curated the most comprehensive set of case stories I know of. This is important work and will be referenced time and time and time again.'*

Jonathan Mildenhall, VP Global Advertising Strategy & Creative Excellence, Coca-Cola

The core idea of *The New Brand Spirit* is to let stakeholders do the talking. Conrad and Thompson have interviewed close to 100 leading practitioners from eight different stakeholder perspectives, including NGOs, shareholders and supply chain. It provides an overview of the state-of-the-art of CSR and sustainability communications from the frontlines of business, government and civil society. What makes the book unique and extremely useful is that it combines this helicopter view with 19 comprehensive and insightful case studies. It is both inspirational and extremely practical.

November 2013	350 pages		
Hardback	978-0-566-09244-2	£65.00	\$109.95
ebook PDF	978-1-4094-6577-5		
ebook ePUB	978-1-4094-6578-2		

[www.gowerpublishing.com/isbn/9780566092442](http://www.gowerpublishing.com/isbn/9780566092442)

## The Irrational Consumer

Applying Behavioural Economics to Your Business Strategy

Enrico Trevisan

Behavioural economics shows organizations how to understand the motivation that drives their customers. It offers perspectives for engaging with customers whose views on what to buy are strongly driven by contextual factors, such as the framework and the dynamics of choices.

Enrico Trevisan's *The Irrational Consumer* is your 'must-have' primer to this world.

September 2013	156 pages		
Hardback	978-1-4724-1344-4	£35.00	\$69.95
ebook PDF	978-1-4724-1345-1		
ebook ePUB	978-1-4724-1376-5		

[www.gowerpublishing.com/isbn/9781472413444](http://www.gowerpublishing.com/isbn/9781472413444)

## A Short Guide to Reputation Risk

Garry Honey

SHORT GUIDES TO BUSINESS RISK

*'...This is not just a book, it is a set of tools. Perhaps I'm carried away here, but I really did enjoy reading this book.'*

Jan Husdal, husdal.com

July 2009	130 pages		
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In *Multipreneurship*, Nick Harkiolakis argues against the more commonly held view that diversification at the level of the individual entrepreneur, rather than that of the established corporation, is the wrong business strategy to pursue in times of economic crisis. The book illuminates the 'multipreneurship' or 'parallel diversification' perspective by presenting cases from around the world to highlight the success factors attending diversification and the personal and professional entrepreneurial attributes that lead to successful and sustainable ventures. In so doing, Harkiolakis provides a framework for diversification as a means of achieving sustainable development.

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Maryam Nazari, Online Information Review

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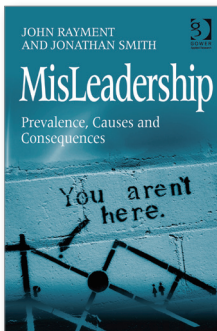
Martin Hilb, Managing Director, Institute for Leadership and Human Resource Management, Switzerland

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## The New Natural Resource

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Hans Christian Garmann Johnsen

*'This is an ambitious and illuminating book, based on broad and deep knowledge of the international literature, and grounded in practical engagement in research. Without offering a grandiose overview, in a series of essays Hans Christian Garmann Johnsen makes valuable links between social theory and the new challenges of the knowledge society. Readers will find familiar starting points, and new connections.'*

Richard Ennals, Kingston Business School,  
Kingston University, UK

This is a book about the role of knowledge in social and economic development. There is a need to address the process of developing knowledge as a social process and *The New Natural Resource* starts with the argument that knowledge is inherently a social phenomenon. This allows us to discuss the relation between individual opinions and what is regarded as knowledge. It also allows us to see how economic and political and democratic processes are interrelated. Acknowledging that we are more dependent on contesting processes of knowledge development in society implies that we should address how society as a whole is able to legitimize what it regards as the right kind of knowledge.

June 2014	304 pages		
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## Creating Collaborative Advantage

Innovation and Knowledge Creation in  
Regional Economies

Hans Christian Garmann Johnsen and Richard Ennals

This book is about the language, concepts and practice of creating 'collaborative advantage'. There is an emerging new collaborative economic order where innovation results from an integrated process of collaboration between policymakers, business and society. In many parts of the world, the focus for this collaboration is neither at national level nor that of the individual enterprise, but at a regional level. The contributions in *Creating Collaborative Advantage* examine new trends in innovation policy that reflect this collaborative thinking and regional focus.

May 2012	298 pages		
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## Managing Innovation Adoption

From Innovation to Implementation  
Majharul Talukder

*'In this book the author provides a useful insight into issues concerning effective implementation of technological innovation in an organizational context. The reader will find this book particularly useful in developing an understanding of the core concepts of technological innovation adoption as well as the critical factors affecting its implementation.'*

Associate Professor Stephen Boyle,  
University of South Australia, Australia

When Innovation is considered one of the key drivers of corporate success, why do organisations struggle to implement it? Research suggests that innovations fail due to a lack of acceptance by employees; therefore an understanding of potential adopters and the factors influencing their decisions is essential.

Despite much research on adoption of innovation by an organization, very little is known about its acceptance by individuals within it. *Managing Innovation Adoption* addresses this by presenting a new theoretical framework. The data collected proves that Dr Talukder's enhanced model, based on the theory of reasoned action (TRA), the technology acceptance model (TAM) and other conceptual frameworks, will assist a broader understanding of how people adopt innovations.

As well as contributing to academic knowledge, the author's discoveries have practical implications for organizations, managers, administrators and employees.

April 2014	226 pages		
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## The Future of Innovation

Edited by Bettina von Stamm and Anna Trifilova

*'...the book is a fascinating compendium of thoughts from people that really think about innovation...the editors have made dipping in easy by weaving the articles with their own comments. There is also a good reference system if there is something particular you are searching for. There is an accompanying website that has on it even more articles that didn't make it into the book. Great job, good read.'*

Ewan R. Brown (on Amazon.co.uk)

December 2009	528 pages		
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## Innovation Support in Latin America and Europe

Theory, Practice and Policy in Innovation and Innovation Systems

Edited by Mark Anderson, David Edgar, Kevin Grant, Keith Halcro, Julio Mario Rodriguez Devis and Lautaro Guera Genskowsky

Reviewing the literature and existing practices of innovation, the authors explore the often misunderstood and contested terrain that surrounds innovation theory, policy and practice. Here is a comparative insight into Latin American and European approaches to innovation management and innovation in practice, and an examination of how innovative ideas are exploited in and for a specifically Latin American context.

January 2014	276 pages		
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## Innovation and Marketing in the Video Game Industry

Avoiding the Performance Trap

David Wesley and Gloria Barczak

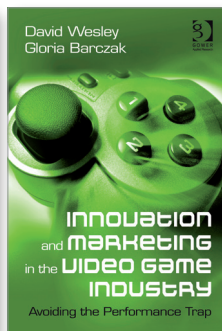
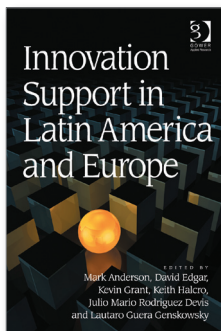
*‘A great read for anyone interested in video games and the entertainment business. Wesley and Barczak craft a compelling read based through the history of video games – the unexpected success stories and colossal failures – which give us a foundation of learning that help those of us in the industry make better decisions in this new era of gaming. The rise of social games, micro-transactions, virtual goods and ever changing platforms force us to learn from our past and continue to think out of the box.’*

Tom Sperry, CEO of Blade Games,  
Founding member of Microsoft Games Group

Based on their extensive research into the business and marketing strategies of the video game industry, David Wesley and Gloria Barczak consider how and why, in the search for the holy grail of high definition gaming, many companies have become ensnared in a ‘performance trap’ that causes them to lose sight of the customer. The history of technology is littered with examples of superior products that either failed or sold poorly relative to technically inferior competing products. *Innovation and Marketing in the Video Game Industry* examines the factors behind success and failure and identifies patterns that will help engineers, developers, and executives formulate better business strategies.

June 2010	280 pages		
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## New Demographics New Workspace

Office Design for the Changing Workforce

Jeremy Myerson, Jo-Anne Bichard and Alma Erlich

This book alerts top managers on how to design a work environment that supports an ageing workforce to avoid feeling burnt-out, bottle-necked and bored in the knowledge economy.

July 2010	164 pages		
Hardback	978-0-566-08854-4	£58.00	\$99.95
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## Re-imagining the Office

The New Workplace Challenge

Adryan Bell

*'...this is a good quick overview of the politics involved in creating a new environment...Would I recommend it? Yes, to those looking at making a change to the work environment as a starting point to consider all factors at the higher level.'*

Nicola Thorp for Arras People

Adryan Bell and his former organization DEGW have been world-leaders on the subject of workplace design and workplace change for many years and his latest book draws on real innovative workplace projects to provide a sophisticated guide to developing and using a workplace change strategy; one that will make a positive and sustainable difference in the organization and achieve successful and holistic change.

June 2010	138 pages		
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## New Workspace, New Culture

Office Design as a Catalyst for Change

Gavin Turner and Jeremy Myerson

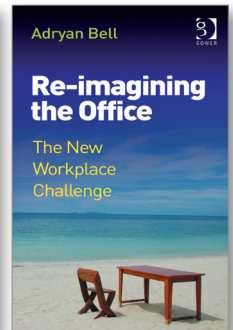
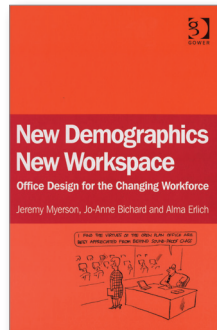
*'With sharp-witted contributions from financial Times cartoonist Roger Beale, this fusion of design and management thinking is a welcome addition to understanding culture change.'*

Strategic Communication Management

Based on the authors' first-hand experience of major change programmes, on studies of offices around the world, and on design management research at De Montfort University, Leicester, this book explains the underlying principles of office design and its effects on cultural change and performance.

June 1998	144 pages		
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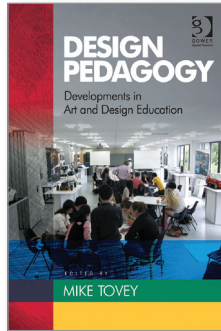
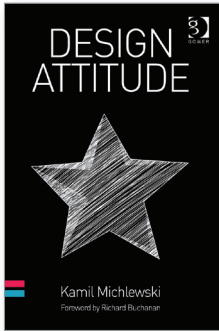
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