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MANAGING AS DESIGNING (HARDBACK)



Stanford University Press, United States, 2004. Hardback. Book Condition: New. New.. 235 x 160 mm. Language: English . Brand New Book. Managing as Designing explores the design attitude, a new focus for analysis and decision making for managers that draws on examples of decision making and leadership in architecture, art, and design. Based on a series of conference papers given at the opening of the Peter B. Lewis Building (designed by Frank Gehry) at the Weatherhead School of Management, Case...

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