

[Mobile book] The Design and Marketing of Power Tools: Examining the Role of Design Strategy in Garden Power Tool Companies

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Dr. Gisli Thorsteinsson, Dr. Tom Page, Dr. Subramaniam Arunachalam : The Design and Marketing of Power Tools: Examining the Role of Design Strategy in Garden Power Tool Companies before purchasing it in order to gage whether or not it would be worth my time, and all praised The Design and Marketing of Power Tools: Examining the Role of Design Strategy in Garden Power Tool Companies:

Design strategy allows many companies to develop a plan for what they need to make and do, affecting both their immediate and long-term prospects. In this study, a specific approach has been taken to understand and analyse the role that it plays in the garden power tool market. The study focused on design and marketing of garden power tools. Findings provided the foundations for the development of a generic design strategy framework appropriate to the garden power tool market.

About the Author
Gisli Thorsteinsson is an Assistant Professor at University of Iceland. Dr. Tom Page is an Assistant Professor at Loughborough University. Dr. Subramaniam Arunachalam is an Associate Professor at University of East London. The authors have all written numerous articles in the area of Design and published several textbooks.
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