



Building Design Strategy: Using Design to Achieve Key Business Objectives

Thomas Lockwood, Thomas Walton

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How can design be used to solve business problems? That's the question answered, in many innovative ways, by *Building Design Strategy*. Mark Dziersk, EunSool Kwon, Arnold Levin, Laura Weiss, and many more top-name contributors share their experience and insights. Topics explore the full range of issues today, including thinking ahead; adapting to challenges; developing tangible strategies; using design to convey ideas; choosing worthwhile projects to help growth; using design to create fiercely loyal customers.

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