



# Design Management for Sme's

*Alessandro Barison*

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## **Design Management for Sme's** Alessandro Barison

Design is a buzzword, more and more often confused with other words such as style and invention. We forget that design means first of all project. In companies, particularly in small and micro companies, to decline the culture of design in all business activities is a rarity. With the driving force of design it's however possible to enhance the company's resources and create opportunities for unexpected growth. Design Management is the new challenge for designers and entrepreneurs in the beginning of this millennium. My experience as an entrepreneur and designer is narrated in the following pages, dedicated to small businessmen and young designers.

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