



Managing as Designing (Hardback) - Common

Edited by Fred Collopy Edited by Richard J. Boland

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Edited by Fred Collopy Edited by Richard J. Boland

Managing as Designing (Hardback) - Common Edited by Fred Collopy Edited by Richard J. Boland The premise of this book is that managers should act not only as decision makers, but also as designers. In a series of essays from a multitude of disciplines, the authors develop a theory of the design attitude in contrast to the more traditionally accepted and practiced decision attitude.



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