



# Industrial Design, Competition and Globalization

*Rusten, Bryson*

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## **Industrial Design, Competition and Globalization** Rusten, Bryson

Economic activities are becoming increasingly globalised. One result being that for companies in developed market economies price-based competition is being replaced or supplemented by other forms of competitiveness. This book explores the shift towards design-based competitiveness and the escalation in the design-intensity of goods and services.

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