THE COMPETITIVE CHARACTERISTICS OF U.S. INDUSTRIAL DESIGN FIRMS. Edition No. 1

Description: This book analyzes the industrial design industry in the United States, and examines the competitive characteristics of firms in this sector. The findings suggest that industrial design firms, although most are small in size employing fewer than 20 employees, deliver knowledge-based inputs that support the innovation initiatives of corporate clients in the manufacturing sector. These clients are concentrated in a number of important sectors, including aerospace, machinery, auto-parts, textiles, and household goods.

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