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Book review:

The book to be reviewed is titled " managing the design process" authored by Terry Lee Stone. It was first published in the United States by Rockport Publishers.

The book begins by providing a guide on how to use it. It guides the user on how to navigate through its pages while looking up for information. This is very important because it avoids time wastage. It then outlines the basic design process to the reader. A new reader who does not have much knowledge about design work will find this part of the book very helpful.

It is a very good guide to a practicing designer or a design client. It has a lot of information that is of great benefit to the two people. It guides a design client on how to identify a good designer. Qualities of a good designer that the client should look for while in the process of hiring a designer have been provided. To the designer, it outlines how designers work. It provides a design idea flow and a systematic work flow for designers in the form of a chart. All the phases of design work alongside their goals and activities have been discussed in detail. Design project profiles have also been provided throughout the book. This is really good because the book not only offers theoretical knowledge to the reader, but it also features practical life experiences by focusing on leading and managing the development of concepts, ideas and plans.

The designers who have been featured in the book have shared their precious knowledge about design management. This information is very important because it is from a person who has been on the ground practicing design management. The information is very reliable and accurate. The

designers have also shared their personal experiences with clients. The experiences serve a great purpose in preparing an aspiring designer for the task that lies ahead of them.

The book is a worthy read both to a designer or a client seeking assistance with design work. I highly recommend it to anyone who wants to advance his knowledge in design work.