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hair articles, videos on design and management are included for companies which have
applied for design awards. The book's authors are seeking to shed light on the design
process and how design can be used to improve business and society. The handbook,
titled 'Design: The Next Frontier,' is published by Oxford University Press. The authors,
including Heskett and Suwan Boztepe, argue that design can be used to drive innovation
and improve the quality of life. They emphasize the importance of design in addressing
social issues such as healthcare, education, and sustainability. The handbook is

advocated for those interested in design, business, and society. It is expected to be
