

MARKET INSIGHTS

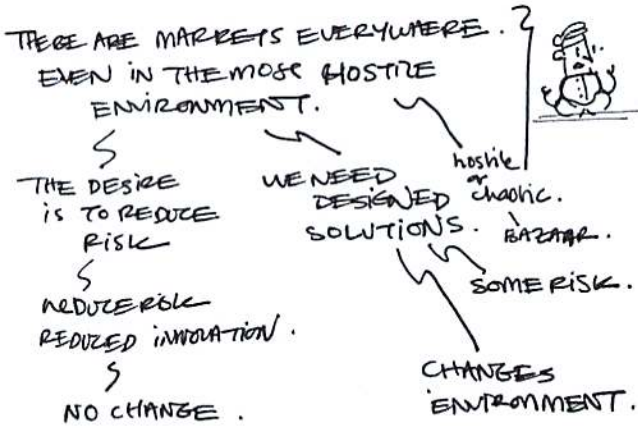
residency 5

MAY DAY . INTERNATIONAL LABOR DAY.

SHOULD DESIGNER COMPANY/FIRM BE CLOSER TO A WORKER COLLECTIVE. and does that make us all marxists?



MARKETING IS A TOOL WITH A POINT OF VIEW.



of. MUHAMMAD YUNUS

MARKETING STRATEGY

residency 5.

AS DESIGN BECOMES PART OF STRATEGY
MAYBE MARKETING BECOMES PART OF THE DESIGN PROCESS



GEMS FROM THE CLASS.



maybe...
DESIGN IS THE SUCCESSOR TO MARKETING



MARKETING AS ANOTHER INSPIRATION POINT TO DESIGN.