

Design management and branding for SMEs : experiences from the DesignSHIP project

Hack, Achim; **Prause, Gunnar Klaus**; Maknyte, Laima European integration and Baltic Sea region studies : university-business partnership through the Triple Helix Approach ; Vol. II 2012 / p. 129-148 : ill

https://www.researchgate.net/publication/316924339_Design_Management_and_Branding_for_SMEs_Experiences_from_the_DesignSHIP